

Table of Contents

Dedication	v
Foreword By Pedro Gomez	vii
Introduction	1
1. Price of Admission	5
2. Getting Started	11
Where to Begin – Internships	
Campus Collaboration – The College Sports Information Office	
3. Sports Announcing	19
The Microphone Has No Eraser	
National TV Sportscaster Gary Bender	
Collegiate Radio Play-by-play voice Bob Rondeau	
	Making the Pros – Media Relations
	Sports Analysts – Adding Some Color
	From Athletes to Announcers – Ed Cunningham; Ron Wolfley; Steve Raible; Mychal Thompson; Eddie Johnson
4. Sports Reporting	
Sports Writers and Journalists	
Blogger	
Stringer	
	Photographer
	From the Press Box
5. Controlled Chaos - What It's Like Working in the 'Truck'	
The TV Producer	
The Director	
Switcher	
Video Engineer	
Chyron	
Official Stats for the Network	
Camera Operators	
	A-1's (Audio Mixer) and A-2's
	Floor Director/Stage Manager
	Broadcast Engineer
	Runner
	Networking, Connections and Travel
	A Travel Position in Sports
	Where To Look For Work on a Local Level

6. Sports Statistics

Notable Rule Distinctions of College Football
and the NFL
The Meaning of It All

Keeping Score
Sports Statistical Resources

7. Front Office Careers

General Managers
Jerry Colangelo – The Architect of Phoenix
Sports
Coaching – Jack Lengyel
Working Your Way up the Ladder – Dave
Griffin
Sports Agents
Attorneys and Sports
Lon Babby – President of Basketball
Operations
Marketing Master – Rick Welts
Sports Marketing
Promotions

Web Master
Scout
Advance Scout
Traveling Secretary
Video Coordinator
Equipment Manager
Traveling Secretary
Equipment Manager
Major League Video Coordinator
Administration
Community Relations

8. Selling Sports

Show Me the Money
Media Sales
Sports and Investments

Fund-Raising for Athletic Departments
Isn't That Tweet – Cyberspace and Sports

9. Game Day Operations

Public Address Announcer
First & Ten Guy
Orange Sleeves Guy
Green Hat
Sideline Chains
NFL Uniform Inspector
Official Stats Crew
Official Timer
I T (Information Technology) Expert – Network
Manager

Stadium Manager
Groundskeeper
Cheerleaders
Team Mascot
Usher
Vendor at the Stadium
Ticket Sales
Bat Boy/Ball Girl
Game Production Manager
Pyrotechnics

10. Game Officials

Baseball Umpires

Football Officials

Basketball Referees

Hockey Officials

11. Sports Medicine

Orthopedist

Chiropractor

Athletic Trainer

Sports Optometry

Sports Massage Therapist

Sports Podiatry

Sports Nutrition

Certified Athletic Trainer

Strength & Conditioning Coach

Physical Therapist

12. How I Got Into Sports Without A Ticket

Being Part of the Action

Living the Dream

After All These Years

13. The Globalization of TV Coverage

The Evolution of Televised Sports

Network TV and Cable Directory

Regional Sports Coverage Offers Several Possibilities

14. To Work in Sports, Know Your Sports

They Changed the Game - Pioneers of Modern Day Sports

- Curt Flood
- Ann Meyers Drysdale
- Spencer Haywood

Football's Early Foundation

Basketball – Past to the Present

Baseball's Infancy

Baseball, Forever Tainted By the Steroid Era

Women's Growth in Sports

Records Are Meant To Be Broken, But Not These

15. Directories – Where to Look For Your Start

Team Directories

NFL

NBA

MLB

WNBA

League Directories

College Sports Information Office Guide – D-1

In Appreciation