

Career in Sports Broadcasting

By: Daniel Stokes

What is a Sports Broadcaster?

- A Sports Broadcaster is someone who provides coverage of sporting events in a wide variety of different media outlets.
- This includes: radio, television, and the internet.
- There are numerous positions in this field including:
 - Commentary
 - Research
 - Production
 - Presentation



The Requirements

- A student should first and foremost have a love for sports.
- After that a student should either become a Mass Communications or a Sports Management Major.
- Obtain a Bachelors Degree
- A student should familiarize themselves in courses that are beneficial including:
 - Writing for the Media
 - News Editing and Design
 - Sports Governance and History
 - Media Relations in Sports



The Salary

- Sports Broadcasters can work on television networks, radio channels, and sports associations.
- According to the Bureau of Labor Statistics in a survey from May of 2012 radio and television sports broadcasters for spectator sports earned a median salary of \$99,320.
- This study also said that reporters and correspondents earned a mean salary of \$50,640.
- Broadcast news analysts are expected to see a 2% decrease in job opportunities in the next decade.
- On the other hand television and radio will not see a rise or decline in jobs according to the Bureau of Labor Statistics.



Small Markets

- Before a broadcaster makes it to the top they have to start out small by going to small market media outlets.
- Often times these small stations and networks are used as stepping stones to get to larger markets.
- They teach the basics and get a young broadcaster familiar with all the different types of technology sometimes or more often they will use old technology.
- Their knowledge is limited to their area thus lacking in nationwide coverage.

Major Markets

- A major media market is a radio or television network that broadcasts all across the country as opposed to a small market where a broadcast signal is transmitted in a certain radius.
- The broadcasters on television and radio tend to get a larger recognition than professionals in a smaller market.
- Examples of a major market are:
 - ☞ New York
 - ☞ Los Angeles
 - ☞ Chicago

Making the Audience Feel they are at the Event

- A good broadcaster should be able to make a boring game exciting and a close game a nail biter.
- It is the job for a broadcaster to have a wide range of vocabulary words to describe the events they are broadcasting.
- A broadcaster should never allow more than five to seven seconds of dead air which is a short period of time when nothing is said.
- A broadcaster should also know the ins and outs of the issue or sport they are relaying to the audiences.
- Most importantly have a catch phrase that people can remember you by. (ie. Gary Cohen)
- [Gary Cohen Home Run Robbery Call](#)



References

- Bureau of Statistics and Labor
- (educationalportal.com) http://educationalportal.com/articles/Sports_Broadcaster_Job_Profile_and_Occupational_Outlook_for_the_Sports_Broadcasting_Professions.html
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