

Career in Sports Broadcasting

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## What is Sports Broadcasting?

Sports Broadcasting is a very interesting field and is more than what it seems. When people think sports broadcasting they think of *Sports Center*, but it is way more than that. Sports' broadcasting is the coverage of sporting events and sports stories. The field is very diverse and requires a lot of skills and education. Sports broadcasters provide entertainment and news for a sports fan at any level.

There are many media outlets for a sports broadcaster. With a lot of markets, a sports broadcaster can be heard through TV or radio. Sports broadcasters cover a lot of stories and events in the sporting world and there are a lot of opportunities for jobs in sports broadcasting. With so many television and radio stations around the country, in markets big and small sports broadcasting is everywhere you turn.

The most popular television and radio station in sports is ESPN. ESPN was the first 24 all sports television network. Their slogan says it all "The World Wide Leader in Sports", ESPN originally aired in 1979 and has lived up to their slogan ever since. ESPN runs out of Bristol, Connecticut and is owned by The Walt Disney Company. ESPN features many popular shows such as *Sports Center* and *Mike and Mike in the Morning*, and airs multiple sporting events such as *Monday Night Football*.

There are many other outlets for sports broadcasting besides ESPN. Many major new networks like FOX and NBC air sporting events and have recently created their own 24 hour sports networks to try to compete with ESPN. Besides that they will air anything from the Super Bowl to the World Series on their regular news networks. Most of the major sports organizations

such as the NFL and the MLB have their own networks, along with local news networks reporting local teams.

### **Education and Skills**

A career in sports broadcasting requires a lot of education and skills in order to be successful in the field. Generally; a sports broadcaster should have a love for sports. This may seem corny but if you're reporting the sports and you have no love for the game then how would one expect the viewers and fans to stay tuned. Sports broadcasting require four years of college with a bachelor's degree in either mass communications or journalism.

There are many ways you can get involved in sports broadcasting. You can be a reporter, who has a general knowledge of the game and is good with players and coaches; they will often host shows and conduct interviews. This person may need to travel a lot in order to report at certain events such as the Super Bowl or The Masters. Most Sports Networks will travel to these major events to provide coverage. Examples of a reporter would be Stuart Scott or Chris Berman. Another position is an analyst; this person has a much more broad knowledge and will usually only cover one sport. This person is up to date with everything that has to do with the sport and will be the first to know any breaking news. An analyst usually will have a background in journalism and will make guest appearances on certain shows and broadcasts. An example of an analyst is Adam Schefter who covers the NFL for ESPN.

There is a lot that goes on in sports broadcasting besides just what's happening on screen. If someone is not interested in being on air then there are many positions such as; camera operator, floor manager, or director. These people make the show happen and require a lot of skills in the TV studio which can be picked up with a Mass Communications degree.

## Salary

There is a great range of salaries in the sports broadcasting industry. With many markets; small and large, the range in salaries are very diverse. The starting salary in a small market would be about \$17,000 a year. This would be in a small market like Wilkes-Barre covering minor league teams like the Wilkes-Barre Penguins.

Large market stations have an average salary of about \$92,000 dollars per year. This would be in a city like New York or Los Angeles. A broadcaster in this market would be covering teams such as the New York Giants or the L.A. Lakers, they are drawing a larger viewing crowd there for a larger pay. An example of this would be Michael Kay who covers the New York Yankees on the YES Network in New York, or Bob Costas who covers the New York Giants on FOX in New York.

On the national market broadcasters can make more than \$100,000 per year and are very popular. Reporters like Chris Berman or Stuart Scott who both work at ESPN are very popular in the sports world and are household names for a lot of people. Both of these men make a large salary not due to their popularity working on multiple shows and multiple major sporting events. These two have been in the business for decades and have worked their way up the ladder.

## References

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