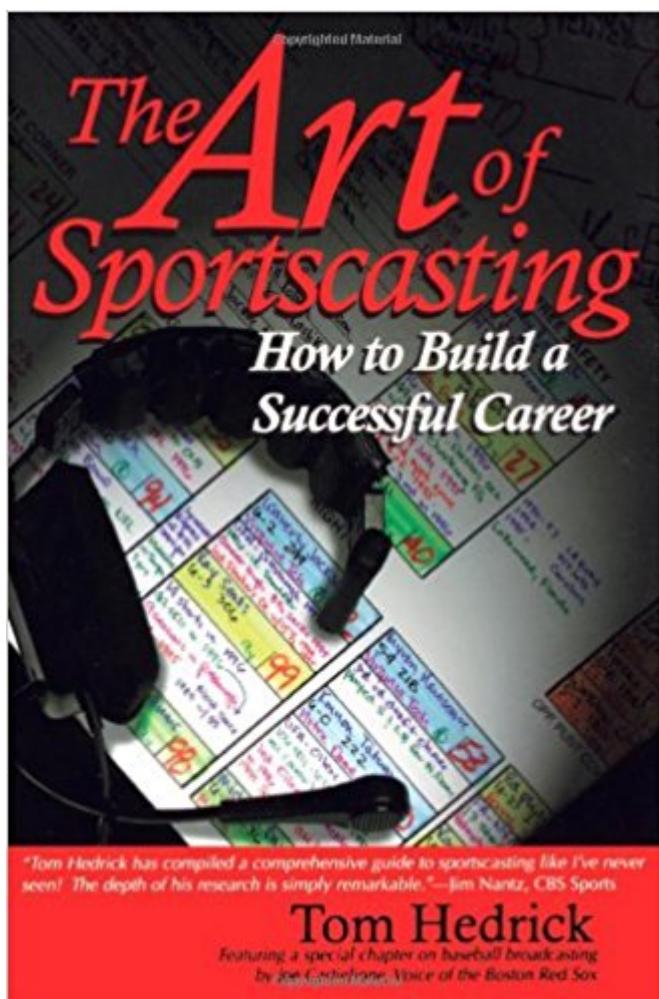


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# The Art Of Sportscasting: How To Build A Successful Career



## **Synopsis**

Author Tom Hedrick has elicited and gathered strategic and tactical advice from the top professionals in sportscasting. Over 76 top-notch sports broadcasting personalities share their experience and acquired wisdom, including Curt Gowdy, Ray Scott, Bob Costas, Jack Buck, Jim Nantz, Keith Jackson, Bob Starr, Joe Castiglione, Kevin Harlan, and Mitch Holthus. While their stories are enjoyable and motivating, these pros do more than reminisce. They itemize specific actions with lists of do's and don'ts and tips. Most importantly, they talk about the strong personal values and philosophies that are and have been essential to their success and to the journey for getting there.

## **Book Information**

Paperback: 310 pages

Publisher: Taylor Trade Publishing; 1 edition (October 23, 2001)

Language: English

ISBN-10: 1888698241

ISBN-13: 978-1888698244

Product Dimensions: 6.1 x 0.8 x 9.2 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 12 customer reviews

Best Sellers Rank: #234,012 in Books (See Top 100 in Books) #32 in Books > Sports & Outdoors > Miscellaneous > Journalism #108 in Books > Sports & Outdoors > Miscellaneous > Essays #183 in Books > Reference > Encyclopedias & Subject Guides > Sports

## **Customer Reviews**

Author Tom Hedrick has been the "Voice" of professional and college teams for 43 years, including the Kansas City Chiefs (KCMO Radio), Cincinnati Reds, Texas Rangers, Dallas Cowboys, University of Kansas Jayhawks, and Nebraska Cornhuskers. For CBS Radio, Tom called three Super Bowls and nine Cotton Bowls. Although he earned state and National Sportscaster of the Year awards seven times, Tom considers his greatest accomplishment to be his 30 years as a teacher and mentor to sportscasting hopefuls: every one of his students has succeeded in gaining entry into this exciting and challenging profession.

Thoroughly enjoyed this! So many perspectives and lessons. A fantastic read for a person starting to work on their sports broadcasting craft, like me!

This book contains great advice for budding sportscasters and good career tips for those trying to make it up the ladder. The name dropping is great but it would be better if there were a few more recent sportscasters. Well worth the read! I enjoyed it and found lots I can use for my career.

learning so much with this book

For grandson. Very pleased

I am up and coming as a play by play voice. The book is an amazing foundation. Read over and over.

This book had great articles of former broadcasters and good tips. I used it for RTV classes and it was enjoyable.

Len Clark station manager of WUEV-FM, A Practical Guide for Success for Beginners and Professionals Aspiring to the Next level Tom Hedrick and Diamond Communications have published the ultimate text for students interested in pursuing a career in sports broadcasting, and for practicing broadcast professionals. This step by step guide offers insight and advice to help individuals each and every step of the way.

Probably the best primer on breaking in. I use this text in a course I teach. Well recommended by other colleagues.

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