

12-2015

Sports Broadcasting News Analysis [Career Paper]

Jefferson Sanders

Western Kentucky University, jefferson.sanders618@topper.wku.edu

Follow this and additional works at: http://digitalcommons.wku.edu/ueul_award

 Part of the [Business Commons](#), [Education Commons](#), [History Commons](#), [Library and Information Science Commons](#), [Life Sciences Commons](#), [Physical Sciences and Mathematics Commons](#), and the [Public Health Commons](#)

Recommended Citation

Sanders, Jefferson, "Sports Broadcasting News Analysis [Career Paper]" (2015). *Undergraduate Research Award*. Paper 26.
http://digitalcommons.wku.edu/ueul_award/26

This Other is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in Undergraduate Research Award by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.

Jefferson Sanders

Anne Heintzman

UCC 175-002

Career Explanatory Assignment

The perfect occupation that interests me is a career where you can show your personality, where you get to learn more about sports, and where you get to witness historical events in the sports world. This career is a Sports Broadcasting News Analysis. Sports Television plays a big part in sports today. Sports announcers are official voices of the teams. It's also a way of getting scores out to someone who missed the game because of a long night on the clock. I want to be that guy who feeds that person the scores and show them the biggest moments of the game. At home games I will be the one who introduces the players starting lineups and keeps the spectators in the stadium or arena by announcing fouls, substitutions, and goals. I will have to list rival games and championship games cause those will be the most viewed games of the year.

I will also be able to throw out my input on how the game went and point out what I feel like were the pros and cons of it all. I will sit with a couple of other analysis and we will share our different opinions with one another on who we think is a better team or player. This is a fast pace job because sports news is year around, it never stops. I would sometimes have to work long hours to keep the public up to date. You always want to be the first to report important news to the public whether it be a head coach getting fired or a player getting fined for their actions off the court. I would also have to work weekends that's usually when the biggest games come on. As a Sports Analysis I will have to travel often which is an advantage, being able to experience different cities. Another special opportunity I will

have is meeting celebrities and inviting them to share their opinion on who they think are elite in the sports world.

I will sit with sports stars after games and interview them to see what they thought made the biggest impact over the outcome of the game. For you to become a sports broadcaster you must first earn a Bachelor's Degree. Many sports broadcasters earn their Bachelor's Degree in broadcasting or communication. Next you must complete an internship. On-the-job training is required for a career in sports broadcasting.

On-the-job training could be announcing games and working for radio and television stations. Many colleges offer voice and diction courses to help you improve your vocal style and ability. Any recordings made during school can be sent out to prospective employers when applying for jobs. This will allow someone to showcase their skills. This internship will eventually work your way up to an on air position or smaller market. The median salary for all radio and television broadcasters is \$29,790. Your understanding of the rules, history of the game, and hand signals will be very helpful. The improvement of technology in radio stations and television stations has limited the employment growth. Many stations are able to do more task with less staff. Tough competition is for jobs on TV or the radio. Small stations will hire beginners, but they will pay low.

Usually when working for small radio or television stations your work as a broadcaster may involve producing advertisements and selling commercial time to advertisers. You may also have to make public service announcements and promote your station on social media. A lot of other sportscasters have also been given a job simply by answering phones, operating equipment, or assisting with other jobs. In larger media markets you will host multiple discussions. This information has really helped me by showing me what I would have to accomplish to become a sports broadcaster. Now that I have researched this job it has showed me in order to get this career I will have to beat competition to

work for high paying stations. With this information I know the challenges I will face to going into this career and it has taught me more about the expectations.

Work Cited

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2014-15. Web. Oct. 23, 2015.

Catsis, John R. Sports Broadcasting. Chicago: Nelson-Hall, 1996. Print.

Smith, Paul, Tom Evens, and Petros Iosifidis. "The Regulation of Television Sports Broadcasting: A Comparative Analysis." *Media Culture & Society* 37.5: 720-36. Web. Oct. 23, 2015

"Sports Analyst Education and Degree Program." Options study.com. 2015. Web. Oct.23, 2015