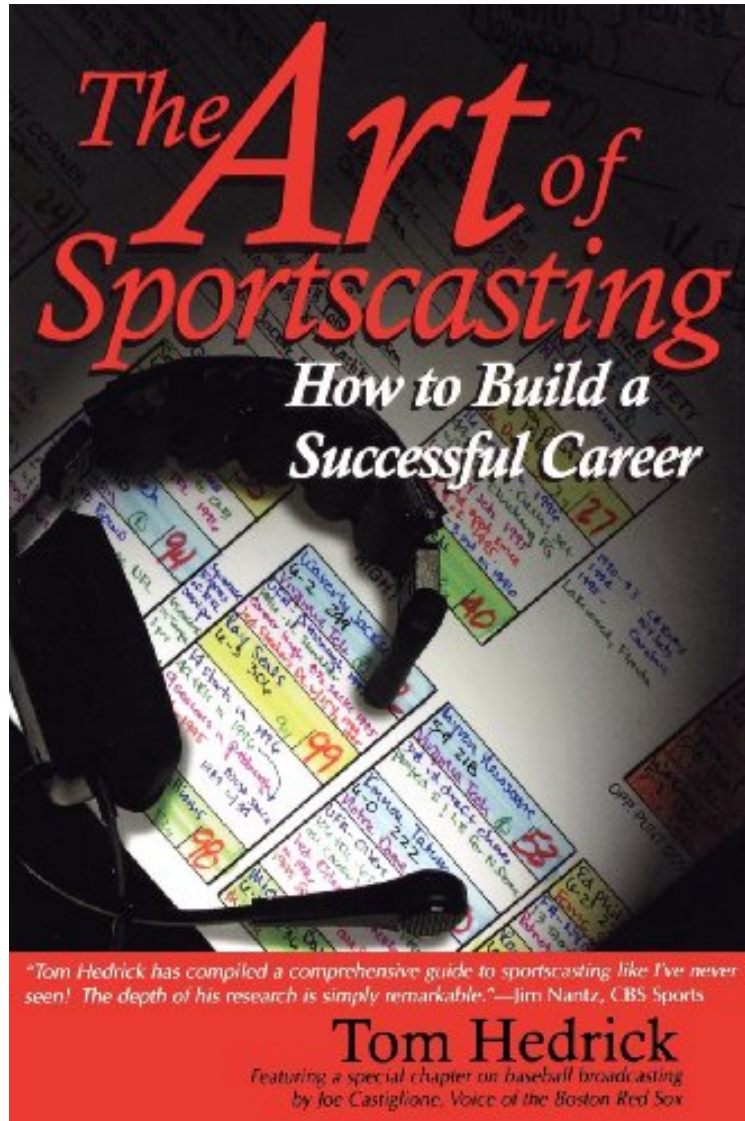


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# The Art of Sportscasting: How to Build a Successful Career

Tom Hedrick

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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.

About the Author 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.