

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 sporstcasting. 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.



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