

# TV and Live Sports Programming

## Spotlight

Historically, attending live sporting events or listening in on the radio were the only ways to be part of the action. With the introduction of television and online streaming, the way we interact with sports has forever changed. There's an incredible amount of work that goes on behind the scenes, and all of it relies on technology.

## Personal Connection

Working in TV and live sports programming is all about bringing fans their favorite teams no matter where they are. The action happens lightning fast, so you need to think quick and be ready to adapt to a multitude of situations:

- Do you love sports?
- Have you always wanted to work in the TV industry?
- Do you want to be part of the action in sports either behind or in front of the camera?
- Are you interested in learning the ins and outs of producing television and live events?

## Other Connections

Even if you don't end up working in TV and live sports programming, there are plenty of job opportunities both in sports programming and regular television for on air talent and behind the scenes tech gurus. Some of these jobs include:

- Working as a news anchor for local and national broadcasts and bringing the events of the community and world to the public through unbiased, fact-based reporting
- Working both on and off air, writing reports, interviewing players, and giving fans insight into their favorite teams and sporting events as a sports journalist
- Running the show and overseeing everything as a producer
- Creating, designing, and animating visual aspects for tv and sports programming as a graphic artist or designer
- Creating the sound effects that enhance TV shows and television programming as well as ensuring the quality of recorded sounds and speech as a sound editor/mixer
- Filming and editing film as a cinematographer

## Fun Facts/ "Did You Know?..."

Some fun trivia about TV and live sports programming:

US Firsts: Did you know that the very first live sports broadcast in the US was a baseball game in 1939? [Read more.](#)

MVP: ESPN is known worldwide, and it's no surprise that this network is the most valuable one in the sports world. [Read more.](#)

First Replay: The first sport that instant replays were used in was hockey, but the technology in 1955 wasn't quite up to par and was only used to review goals. [Read more.](#)



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## STEM Connection

There's no doubt that technology and TV programming are closely intertwined. New tech means new ways to appreciate sports, and fans are always looking for the next big thing that will change their viewing experience. Here are some of the big changes pushing programming into the future:

- Streaming services embrace live sports and bring them to a wider audience: Streaming has taken over the world of movies and television. The "cord cutting" movement has effectively pushed cable TV to the background, which sports programmers have noticed. That's why many have partnered with streaming services and even created their own in order to appeal to viewers who would rather stream than pay for cable. [Read more.](#)
- Streaming apps and social media allow users to bring sports to their smartphones: Another trend in the tech world is that smartphones are replacing TVs. People want to be able to watch sports whenever and wherever, and the development of sports streaming apps and partnerships with social media channels have allowed that to happen. This brings in more viewers, generating more revenue for the world of live sports programming. [Read more.](#)
- Advancements in replay technology give viewers new perspectives: Sports action happens faster than we can process, and for a long time cameras could only capture so much. Replay technology has grown considerably, however, and this technology has not only aided sports but it's also provided fans a way to be more immersed in the game. [Read more.](#)
- AR and VR to bring fans into the action: Why do we love sports? Why do we cheer for teams as if their successes were our own? The psychology behind this is why augmented reality and virtual reality are the next big things in sports. AR and VR will give fans another way to be a part of the game in more ways than simply watching and cheering. [Read more.](#)

## Articles, Videos, Podcasts of Interest

Live sports are continuously changing, and [this article](#) takes a look at what else might be in store in the future.

You've seen that there are a multitude of possible careers in tv and live sports programming, and [this article](#) offers a good overview of several positions.

Is the live sports production industry growing? Absolutely! Find out what's changing in [this article](#).

Curious to find out what it's like to work as a sports producer? [Read about](#) a day in the life of a real producer.

Zippia offers great resources and advice that will help you figure out how to pursue a career in as a sports producer. [Read more.](#)

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## Journeys to Working in TV and Live Sports Programming

The path to working in TV and live sports programming may seem like a distant dream, but did you know you can get started on this path while in high school?

Read about a high-school football player's journey into his future in sports producing:

Bob Goodrich started his career as an All-American football player, but now is one of television's most respected and admired sports producers. Growing up in Dallas, Texas, Bob played football for Woodrow Wilson High School. His calling to work as a sports producer was inspired by his dad, who worked as a minister and bishop and produced and hosted a live weekly television show called "The Pastor Calls."

While playing football for the renowned Southern Methodist University in his hometown, Bob received his bachelor's degree in psychology as well as playing tight end on a team that won the 1966 Southwest Conference Championship.

Early in his career, Bob started working part-time for ABC Sports performing various duties on sports telecasts. This hands-on experience and working with a legendary mentor earned him a full-time position a year later as a production assistant. Only two short years later, Bob became an associate producer and three years after that he was promoted to a full producer. Bob's dedication and perseverance certainly paid off!

Read more about Bob's journey [here](#).

Read about one woman's journey into sports broadcasting:

If you follow sports you have probably heard of Hannah Storm, the first female host of CNN Sports Tonight. Hannah grew up in a household of athletes and her dad worked as a sports executive. But even with a supportive family, she faced many difficulties forging a career as a woman in the sports industry.

"I was told everything from, 'I'll hire a woman to do sports over my dead body' to 'My audience will never accept a woman sportscaster' to 'Why don't you just try feature reporting,'" wrote Storm. "I couldn't even get an agent to take me on. Quite simply, almost no one wanted a woman, even someone with experience, to work in sports at their station."

Hannah didn't let that deter her, though. She was determined to work in broadcasting, so she pursued radio, working as a DJ on the weekends and as a weekday sportscaster for a Houston radio station. This work experience helped launch her career into sports broadcasting where she was hired by networks such as NBC Sports, CBS, and CNN.

Read more about Hannah's story [here](#).

