
Seminar Schedule

6:00 - 9:00 Breakfast buffet*

9:00 Check in

9:30 Doors open

9:40 Don Fischer

10:25 Meg Aronowitz

11:10 Scott Masteller

11:50 Mike Keith

12:30 Lunch*

1:30 Mitch Albom

2:15 Tom Boman

3:00 Dick Vitale

3:35 Brad Sham

4:15 Q&A w/ select panelists

4:30 Conclusion

* Breakfast and lunch were included in your seminar registration fee. Breakfast is available at your leisure.



Twitter Backchannel

#ODT13

STAA encourages seminar attendees to use Twitter to maintain a real-time online conversation alongside the live spoken remarks of our presenters. Tweet speaker quotes, photos, discussion, and other useful info throughout the day, using the hashtag #ODT13. At the end of the seminar, the top five tweeters will each receive a special gift.

STAA will take Twitter questions from attendees and non-attendees live during the event.



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present the

One Day Ticket To Sportscasting Success

June 10, 2013
Salisbury, NC

Radio and TV Sports
Broadcasting Seminar

Speaker Bios



Dick Vitale

College basketball's top analyst and ambassador, Vitale joined ESPN in 1979 after a successful college and pro coaching career. Vitale called ESPN's first ever

NCAA basketball game- Wisconsin at DePaul on Dec. 5, 1979. He has been a college basketball analyst for ABC Sports since 1988 and has covered the NBA Finals and the 1992 Summer Olympics for ABC Radio. @DickieV



Scott Masteller

One of the most highly respected sports radio programmers in the country, Masteller hires sports talk hosts & SportsCenter anchors for ESPN Radio Network. After

starting his career as a minor league baseball play-by-play broadcaster, he programmed sports radio stations in Lexington, Salt Lake City, Portland, and Dallas before joining ESPN Radio in 2006. In addition to his network duties, Masteller also works with the ESPN owned stations in Chicago, Los Angeles, New York, Pittsburgh and Dallas.



Mike Keith

Mike Keith is entering his 16th season with the Tennessee Titans. In addition to his play-by-play duties, Keith hosts Coach Mike Munchak's weekly radio

show and serves as host/executive producer of the Titans All Access television show. Keith has been named as Tennessee Sportscaster of the Year nine times since 2000, has won over 20 Associated Press state awards and has captured two national honors, including the industry's most prestigious award: the Edward R. Murrow Award for nationwide excellence in sports reporting.

Speaker Bios



Meg Aronowitz

Meg Aronowitz is a Coordinating Producer for ESPN Regional Television. In addition to overseeing ESPN's high school football coverage, Aronowitz is in

charge of the network's coverage of college softball, soccer, volleyball, Olympic sports and multiple NCAA championships. She also manages ESPN's social media efforts and logistics for the Home Depot College Football Awards. Aronowitz joined ESPN in 2001 as an assignment editor for Major League Baseball. In 2005, she was promoted to senior production coordinator and handled MLB, the College World Series and the Little League World Series. @megaronowitz



Brad Sham

When Brad Sham took over as Voice of the Dallas Cowboys, Tom Landry was the coach and Roger Staubach the quarterback. While Landry and Staubach have long

since retired, Sham is still the voice of America's Team. Entering his 35th season as Voice of the Cowboys, Sham also serves as a play-by-play announcer for NCAA football and basketball broadcasts on Dial Global Sports. His 42-year broadcasting career includes numerous Cotton Bowl Classics, the Big 12 TV basketball network, NCAA basketball and football as well as the NFL and the 1998 Nagano Winter Olympic Games for CBS Radio/Westwood One. @Boys_Vox

Speaker Bios



Tom Boman

As Broadcast Manager at Learfield Sports, Tom Boman is in charge of hiring play-by-play talent for more than 50 major colleges. In 2011, he hired new play-by-play

voices at the University of Oklahoma & the University of North Carolina. Prior to joining Learfield in 2007, Boman was Executive Director of the LA Dodgers Radio Network. @TBoman



Mitch Albom

In addition to his radio show on News/Talk 760 WJR in Detroit, Albom is an Emmy-award winning ESPN television commentator, an award-winning sports columnist

with The Detroit Free Press and a professional musician. Albom is a best-selling author of several books including "Tuesdays with Morrie" and "The Five People You Meet in Heaven." He appears regularly on ESPN's The Sports Reporters and SportsCenter. @MitchAlbom



Don Fischer

For the past 38 years, Fischer has been the voice of Indiana University football and basketball. He's broadcast three IU NCAA basketball championships and

eight IU football bowl games. He has been named Indiana Sportscaster of the Year 25 times. He is a member of the Indiana Sportswriters and Sportscasters Association Hall of Fame and the Indiana Broadcasters Association Hall of Fame.

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