



FS SOUTHWEST™

A&M Sports Management Class - September 2009

Background

- Graduated high school from Amarillo, Texas
- Goal was to be radio-television-film major at University of Texas
- Weekend at A&M
- Change of plans



Time at A&M

- Worked in Sports Information Office at A&M
- Sports writer for Battalion
- Covered high school football for the Eagle
- Majored in Broadcast Journalism
- Senior year, took 18 hours and was weekend sports anchor at KBTX-TV
- Dr. Bob Rogers
- Call from ESPN



After A&M

- Ohio University Sports Ad Program
- Voice of the Beaumont Golden Gators
- Sports Time in St. Louis
- Sports Vision in Chicago
- ESPN in Bristol, CT
- HSE in Dallas
- FOX Sports Southwest



FOX Sports Southwest

- Senior Vice President & General Manager
- “All Sports are Tribal”
- Duties Include:
 - Team negotiations and relations
 - Big 12 liaison
 - Programming
 - Advertising Sales
 - Affiliate Sales
 - Digital Media strategy
 - Marketing/PR
 - Production
 - Finance



Future of Sports

- Consumers have an insatiable appetite for sports
- Distribution continues to evolve
- Technology continues evolve
- Consumers continue to evolve



Keys to Success

- It's all about relationships
- Take a chance
- Set goals
- The glass is half full
- Be able to communicate
- Everybody sells
- Have Passion!

