



Managing an Undersized Sports Staff

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Who

- ▶ Who is your staff?
- ▶ How well do you know them?
- ▶ What are their strengths and weaknesses?
- ▶ How committed are they?



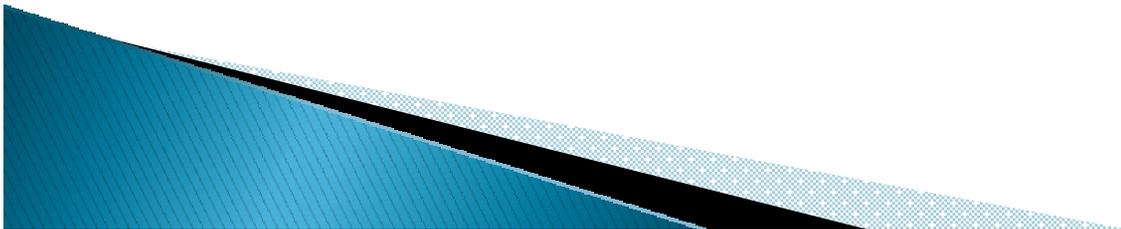
What

- ▶ What goals do you have for your department for the year?
- ▶ How does the size of your staff help or hurt that goal?
- ▶ Is too many staffers a bad thing?



Where

- ▶ With the staffers you have, set goals for them as a whole?
- ▶ Are their going to be travel for broadcasts?



How

- ▶ The best way to utilize your talent
 - Group of 5-10 can be stronger than 20
- ▶ How do you handle scheduling games?
- ▶ How do you handle difficult staffers?
- ▶ Be creative
- ▶ Set easy guidelines and show benefits



When

- ▶ Plan early and mention responsibilities weekly
- ▶ Communication Breakdown

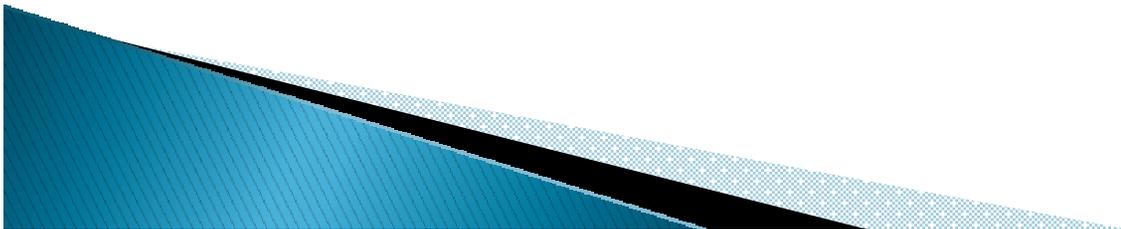


What a Station Manager Can Do

»» (Or even a sports director)

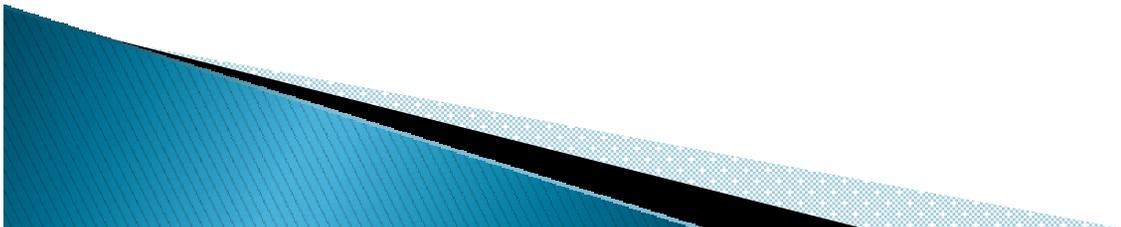
Sports Staffers in general

- ▶ Tend to isolate themselves from other aspects of the station
- ▶ Have no desire to do anything other than sports
- ▶ Yet a majority of broadcasters come from a sports broadcasting background at their college stations



The benefits of being a sportscaster

- ▶ They understand most equipment better than other staff members, including DJs
 - _ Unique equipment for doing remotes, calling games, etc.
- ▶ Tend to have an easier time with production work
- ▶ They know how to do research
- ▶ They know how to do talk radio
- ▶ They can broadcast more than just one sport



What a manager can do about this

- ▶ Utilize your sportscasters
 - _ They know how to use Tieline/Vector/remote equipment
- ▶ Make them present at sporting events
 - _ Must look sharp and professional
- ▶ Give them another responsibility
 - _ Newscasting, DJing, etc.
 - It gets them to practice their radio voice
 - It has them invest more in their station
 - They can do production work (sweeps, intros/outros, spots)



Questions?

