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SPORTS **INDUSTRY**

Fourth Edition

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RACING • WHOLESALING AND RETAILING • SPORTS MEDICINE

Shelly Field

CAREER
OPPORTUNITIES
in the
SPORTS
INDUSTRY

FOURTH EDITION

SHELLY FIELD



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Career Opportunities in the Sports Industry, Fourth Edition

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*This book is dedicated to my parents,
Ed and the late Selma Field,
and my sisters, Jessica and Debbie,
for their support, guidance, and love.*

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HOW TO USE THIS BOOK

The first edition of *Career Opportunities in the Sports Industry* was published in 1991. Now, some 18 years later, the sports industry is more popular than ever.

It is no secret that most people love sports. Whether they want to participate in a sport or prefer to be spectators, or both, there is no question that the sports industry continues to explode.

Today, major sports figures commanding multi-million-dollar paychecks are the norm. Many also land lucrative endorsement deals. Baseball is the national pastime. Every year, the Super Bowl breaks spectator records, and a multitude of fans wait for March Madness and the Final Four, and the list goes on.

All you need to do is turn on the television and flip through the channels and, depending on the time of year, you will be able to see baseball, football, soccer, basketball, golf, auto racing, horse racing, tennis, boxing, bowling, hockey, wrestling, and more. In addition to scheduled programming and news, there are television networks and cable stations dedicated entirely to both sports in general and specific sports.

Thousands and thousands of people are currently working in the sports industry. There are many more who want to enter this exciting industry but have no idea how to go about getting a job in it. Some are hoping to become a major sports figure and command a multimillion-dollar salary. Others may want to work in the business end of the industry. Some are not sure what they want to do; they just want to work in some aspect of the sports industry. Many are not aware of career opportuni-

ties, where to locate them, or the training required to be successful in their quest.

Career Opportunities in the Sports Industry is the single most comprehensive source for learning about job opportunities in this growing field. Reading this book will give you an edge over other applicants.

It was written for anyone who aspires to work in the sports industry, whether just for a job or to create a career. It was written for anyone who dreams of succeeding in the sports industry. This book was . . . written for you!

The jobs discussed in this book cover careers in professional athletics and also those in the business, education, officiating, sales, recreation, and fitness aspects of the sports industry.

This industry offers an array of opportunities for people with a variety of skills and talents. It needs athletes, secretaries, receptionists, salespeople, publicists, trainers, business managers, scouts, statisticians, coaches, teachers, referees, judges, store managers, health and fitness personnel, nutritionists, webmasters, marketing people, and more. It needs special event coordinators, advertising directors, copywriters, Web content producers, sports anchors, color commentators—and the list goes on.

The trick to locating the job you want is developing your skills and using them to get you in the door. Once you have your foot in the door, you can climb the career ladder to success.

Read through this book and determine what careers you are qualified for or interested in. Learn what education, training, and skills are needed to enter your profession of choice. You can then work

toward having an interesting, exciting, and financially rewarding career in the sports industry.

What's New in the Fourth Edition

The fourth edition of *Career Opportunities in the Sports Industry* is chock-full of updated information. Salaries, employment and advancement prospects, training and educational requirements, and unions and associations for each job profile were reviewed and updated when necessary. The information in every appendix has been updated as well, giving you the most up-to-date names, addresses, phone numbers, and Web sites of colleges and universities, sports officiating programs, workshops and seminars, trade associations, unions and other organizations, sports teams, promoters and promotion companies, boxing and wrestling sanctioning bodies, and cable and network sports departments. Brand-new sports career Web sites have been added. New books and periodicals complete the bibliography.

Two new appendixes have been added, including a directory of U.S. harness racing tracks and U.S. thoroughbred racing tracks.

While the first three editions of *Career Opportunities in the Sports Industry* were very comprehensive in their coverage of careers and key jobs, eight new job profiles have been added to this updated edition. This brings the total number of career opportunities to 85.

Sources of Information

Information for this book was obtained through interviews, questionnaires, surveys, and a variety of books, magazines, newsletters, television and radio programs, and Web sites. Some information came through personal experience working in the sports industry. Other data were obtained from business associates who work in various areas of sports.

Among the people interviewed were men and women who work in all aspects of the sports industry. These include individuals working in business and administration; amateur, collegiate, and professional athletics; colleges; newspapers; magazines; radio and television stations; Web sites; health and fitness clubs; spas; racetracks; boxing gyms; and sports medicine clinics. Also interviewed were

agents, managers, attorneys, publicists, marketing people, team managers, owners and other corporate and administrative personnel, association directors, physical therapists, nutritionists, coaches, referees, and judges. Professional sports teams were contacted as well as schools, colleges, personnel offices, unions, trade associations, etc.

Organization of Material

Career Opportunities in the Sports Industry is divided into 12 general employment sections. These sections are: Professional Athletes; Professional Sports Teams; Sports Business and Administration; Coaching and Education; Sports Officiating; Sports Journalism; Recreation and Fitness; Boxing and Wrestling; Racing; Wholesaling and Retailing; Sports Medicine; and Sports Web Jobs. Within each of these sections are descriptions of specific careers.

There are two parts to each job classification. The first part offers job information in chart form. The second part presents information in a narrative text. In addition to the basic career description, you will find additional information on unions and associations as well as tips for entry.

This edition features an expanded appendix. Nineteen updated appendixes are offered to help you locate information you might want or need to get started looking for a job in the field or to climb the career ladder if you are already working in the industry.

Physical and e-mail addresses (when available) are included so that you can send your résumés. You can also use these appendixes to assist you in locating internships or to obtain general information.

These appendixes include: college and university degree programs offering majors in sports administration; college and university degree programs offering majors in physical education; programs in sports officiating; workshops and seminars; trade associations and unions; a directory of Major League Baseball (MLB); a directory of National Association of Professional Baseball Leagues (NAPBL); a directory of National Basketball Association (NBA); a directory of Women's National Basketball Association (WNBA); a directory of National Football League (NFL); a directory of Canadian Football League (CFL); a directory of

National Hockey League (NHL); a directory of American Hockey League (AHL); a directory of Major League Soccer (MLS); a directory of U.S. Harness Racing Tracks; a directory of U.S. Thoroughbred Racing Tracks; boxing and wrestling sanctioning bodies; a directory of boxing and wrestling promoters and promotion companies; a directory of cable and network television sports departments; and sports career Web sites.

A bibliography of sports-related books and periodicals and a glossary are also included.

Whether you choose to be a professional athlete, a sports official, the general manager of a pro sports

team, a coach, a sports reporter, or a sports industry attorney; whether you choose to be a jockey, prize fighter, golf pro, or sports statistician; whether you choose to be a physical education teacher, sports columnist, team public relations director, sports agent, or anything in between, a career in the sports industry can be both exciting and fulfilling.

Your career in the sports industry is waiting for you. You just have to go after it. Persevere and you will make it!

Shelly Field
www.shellyfield.com

INTRODUCTION

The sports industry is huge. Over the years it has turned into a multibillion-dollar business. Thousands and thousands of people work in the various facets of the industry. One of them can be you.

Millions of people enjoy sports in some manner, yet most don't seriously consider the possibility of working in this exciting industry. They might see others in some facet of the industry and think, "Wow, those people are lucky," or might even think, "I wish I could have a job like that," but don't know how to take that desire further.

It is an interesting concept to many that they can actually have a job doing something that they enjoy or work in an industry that they love. It's difficult for many to believe that they can be that lucky.

This book was written for everyone who loves sports and wishes they could be part of it. This book can help make that dream a reality!

While it is unrealistic to think that everyone can be a professional baseball, basketball, football, hockey, or soccer player, it is important to know that there are talented people who do fulfill that dream. The baseball, football, and hockey fields are full of people who have been successful. So are the basketball courts.

It is important to know that almost any talent you have can be applied to obtaining a job in the sports industry. The possibilities are endless. You can be anything from a professional athlete to a general manager of a sports team; you might become a coach, physical education teacher, referee, secretary, or receptionist in a major sports team organization office.

If you prefer, your job in the field of sports can be that of a physical therapist, sports journalist, color commentator, television sports anchorperson,

accountant, or attorney. You might want to work in sports marketing, sponsorship, or public relations. You might want to become a boxing judge, retail sports shop salesclerk, or an athletic equipment manufacturer's representative. You might want to become the webmaster for a sports team's Web site, the Web site content producer, or the Web site marketing director. The choice is yours.

What this all means is that the world of sports is all-encompassing. Every time you work out, attend a baseball game, watch a tennis tournament, play golf, put on a pair of running shoes, listen to the sports segment on the television or radio news, read about sports in the newspaper, or check out a sports-oriented Web site, you are dealing with some aspect of the sports industry.

As you read the various sections in this book searching to find the perfect job, keep in mind that every job can be a learning experience and a stepping-stone to the next level. I have given you the guidelines. You have to do the rest.

Within each section of this book you will find all of the information necessary to acquaint you with most of the important jobs in the industry. A key to the organization of each entry follows:

Alternate Titles

Many jobs in the sports industry have alternate titles. The duties are the same, only the name is different. Titles vary from company to company and team to team.

Career Ladder

The career ladder illustrates a normal job progression. Remember that in many parts of the sports

industry there are no hard-and-fast rules. Job progression may not necessarily follow a precise order.

Position Description

Every effort has been made to give well-rounded job descriptions. Keep in mind that no two companies, teams, or organizations are structured exactly the same. Therefore, no two jobs will be alike.

Salary Ranges

Salary ranges for the job titles in this book are as accurate as possible. Salaries for jobs in the sports industry reflect many variables. These include the specific sport in which the individual is working, as well as his or her experience, responsibilities, and position. Earnings are also dependent on the specific team for which an individual works as well as its prestige and popularity.

It should be noted that earnings for athletes can vary dramatically and are dependent on a number of factors, including the specific sport as well as the individual's talent and popularity.

Employment Prospects

If you choose a job that has an EXCELLENT, GOOD, or FAIR rating, you are lucky. You will have an easier time finding a job. If, however, you would like to work at a job that has a POOR rating, don't despair. The rating only means that it may be difficult to obtain a job, not that finding one is totally impossible.

Advancement Prospects

Try to be as cooperative and helpful as possible in the workplace. Don't attempt to see how little work you can do. Be enthusiastic, energetic, and outgoing. Go that extra step that no one expects. Learn as much as you can. When a job advancement possibility opens up, make sure that you are prepared to take advantage of it.

A variety of options for career advancement are included. However, you should be aware that there are no hard-and-fast rules for climbing the career ladder in the sports industry. While work

performance is important, advancement in many jobs is based on experience, education, training, employee attitude, talent, and of course individual career aspirations.

Many companies promote from within. The best way to advance your career is to get your foot in the door and then climb the career ladder.

Education and Training

This section presents the minimum educational and training requirements for each job area. This does not mean that you should limit yourself. Try to get the best training and education possible.

A college degree or background does not guarantee a job in the sports industry, but it might help prepare a person for life in the workplace. Education and training also encompass courses, seminars, programs, on-the-job training, and learning from others. Volunteer work, internships, and even helping out in family businesses can look good on your résumé.

Special Requirements

This section covers any special licensing and credentials that may be required for a specific job.

Experience, Skills, and Personality Traits

This section indicates experience requirements as well as specific skills and personality traits necessary for each job. These will differ from job to job. Whatever type of career you want, having an outgoing personality helps. Networking is essential to success. Contacts are important in all facets of the business. Make as many as you can. These people are helpful in both obtaining a job and advancing your career.

Best Geographical Location

Jobs in the sports industry are located throughout the country. The greatest number of opportunities will be found in cities hosting major league, minor league, or collegiate sports teams.

Opportunities in sports-oriented journalism, television, and radio may be located both in large metropolitan areas and small rural towns.

The same is true of jobs in sports retailing, wholesaling, education, fitness, recreation, and sports medicine. Those interested in becoming professional athletes might have to relocate to areas where sports teams and sporting events are headquartered.

If you are creative in your job hunting, opportunities may be found almost anywhere in the country.

Unions and Associations

This section offers other sources for career information and assistance. Unions and trade associations offer valuable help in obtaining career guidance, support, and personal contacts. They may also offer training, continuing education, scholarships, fellowships, seminars, and other beneficial programs.

Tips for Entry

Use this section to gather ideas on how to get a job and gain entry into the area of the business in which you are interested.

When applying for any job, always be as professional as possible. Dress neatly and conservatively. Don't wear sneakers. Don't chew gum. Don't smoke or use heavy perfume or men's cologne.

Always have a few copies of your résumé with you. These, too, should look neat and professional. Have them typed and presented well, checked and rechecked for grammar, spelling, and content.

If asked to fill in an application, fill in the entire application even if you have a résumé with you. Print your information neatly.

Be prepared when applying for jobs and filling in applications. Make sure you know your Social Security number. Ask people in advance whether you can use them as references. Make sure you know their full names, addresses, and phone numbers. Try to secure at least three personal references as well as three professional references you can use.

The ability to go online, whether from your home computer or one in a school or public library, puts you at a great advantage. No matter which aspect of the industry piques your interest, you need to be computer literate. It is always a plus.

Many sports-oriented companies, teams, and other organizations today have Web sites that may

be helpful in your quest for that perfect job. You can obtain information about companies and their current job opportunities. You can also read up on industry news or even check the classifieds from newspapers in different areas via their online version of the paper.

If you aspire to become a professional athlete, get the best training you can. Refine your skills and techniques. Talk with your coaches and instructors and ask for help. Most people are glad to provide it.

Use every contact you have. Don't get hung up on the idea that you want to get a job by yourself. If you are lucky enough to know someone who can help you obtain a job you want, take him or her up on it. You'll have to prove yourself at the interview and on the job. Nobody can do that for you. (Remember to send a thank-you note to the person who helped you as well as to the interviewer after the interview.)

Once you get your foot in the door, learn as much as you can. As noted previously, doing a little bit more than is expected will be helpful in your career. Be cooperative. Be a team player. Don't burn bridges; it can hurt your career. Ask for help. Network. Find a mentor.

I can't stress enough how critical it is to be on time for everything. This includes job interviews, phone calls, work, and meetings. People will remember when you're habitually late, and it will work against you in advancing your career.

Do not be afraid to pursue your dream job. You can have a career that will enable you to get up each morning, happy that you are going to work. The sports industry can be glamorous, exciting, and financially rewarding. Don't get discouraged during your job-hunting period. Everyone does not land the first job they apply for.

You may have to pay your dues in the minor leagues. You may have to knock on a lot of doors, send out a lot of résumés, and apply for a lot of jobs you don't get, but eventually you can find the job of your dreams.

Have faith and confidence in yourself. You will make it to the top eventually, but you must persevere. In many instances, the individual who didn't make it in the career he or she wanted is the one who gave up too soon and didn't wait that extra day.

You have already taken the first step by picking up this book. Have fun reading it. Use it. It will help you find a career that you will truly love. When you do get the job of your dreams, do someone else a favor and pass along the benefit of your knowledge.

I love to hear success stories about your career and how this book helped you. If you have a story and want to share it, go to www.shellyfield.com. I can't wait to hear from you!

Good luck.

Shelly Field

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