

Kate Delaney: New NBC Sports Radio Host



By Tom Ward
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Recently I had the good fortune to catch up with my friend Kate Delaney at the Golf Center of Arlington where we chatted and hit some golf balls.

Delaney is a well known Emmy Award winning national media personality hosting her own syndicated program America Tonight which runs from 11:00 pm to 1:00 am and her newest show on NBC Sports Radio Saturday & Sunday from 2:00 - 5:00pm.

Kate Delaney is not your average sports show host. She goes deep and gets real with the best of players, coaches, experts and analysts. From the locker room to the playing fields and beyond, Kate serves up the real scoop on what's happening in the sports world. She told me that her show covers all the major sports and she takes calls from all over the country in 400 plus markets.

During our conversation I asked Kate how she landed the job.

Delaney recalled, "NBC initially hired me to be on the bench as I filled in for people like Newy Scruggs and some other hosts so they could hear and see me and get a sense of what I could do. I guess they liked me enough that they found a spot for me. The program director Jack Silver was very supportive of me and when he had the opening and called me I was really excited and he was excited too. The NBC Show is great because it doesn't get any bigger than

from the driving ranges or the actual games going on. We are on Sirius FM and the NBC Sports Radio app is big too which is free and you can listen to the show anywhere your traveling with your phone."

How do you go about lining up your guests that appear on your show?

Kate replied, "I have a great producer named Andrew Steeley who works in Los Angeles and he and I will talk about potential guests and he'll set them up for me. Sometimes I will recommend guests to him and he will call them to find a good time to put them on. Sometimes people will pitch us crazy ridiculous ideas. People care about the big 4 sports and because I like golf and tennis we do those too. Also, I do an NFL preview segment where I do every single team and talk to their beat reporters or TV sports anchor covering that particular team. We talk about who are their newcomers and whose going to be an impact player. It's a great education learning about each team and what's going on with them as they prepare for the season. The key in radio is to have things on that people want to hear about and think are interesting because at NBC Sports Radio we have a big audience that's listening."

Where do you broadcast your show?

Delaney said, "I'm at Victory park in Dallas at the Cumulus station. NBC Sports has a studio there. We are on the parent company NBC-TV's website so when people are looking at scores you'll see my name and what time my show is on and they can click onto that link and it will take you right to my program. It's been great exposure for me and they like what I'm doing which is always good. As you know I have a speaking career so those things really ducktail nicely. I've got books coming out soon related to sports so I think all of it kind of comes together."

Speaking about books tell me about



by keeping it simple by placing bets on win, place or show which means the horse comes in first, second or third. You would be surprised at how many people don't know that."

How did you come up with this book idea?

Kate stated, "I was out speaking and everyone wanted my last book. A lot of ladies came up to me and asked if I had anything for women? I decided that it might be funny to do an *Invasions of the Man*

days no one has a long attention span. So I teach people how to do it. You have to quantify what you do. A lot of time it's a number, but it doesn't have to be. For me as an example: I've interviewed over 12,000 people. If I say that to someone their eyes pop out. I teach people how to find their 'Wow' based on the principles I uncovered after interviewing 12,000 people that are profitable communicators. What can I tell you that I learned from profitable successful people that you don't know

me. The program director Jack Silver was very supportive of me and when he had the opening and called me I was really excited and he was excited too. The NBC Show is great because it doesn't get any bigger than the peacock. It's such a known brand and my show is always live and never taped. To me the goal of the show is to entertain and educate the listeners and have fun."

It should be noted that Kate has the distinction as being the only woman at NBC Sports to have a program.

Delaney added, "They ended up giving me the weekend slots which are heavily carried because during the week if you live in Dallas, Oklahoma city, Los Angeles or wherever you're going to have your local shows with talk about your home town sports teams. On the weekend there is massive coverage so a lot of the large, medium and smaller stations want to take NBC's product so I feel really excited to be a part of that weekend lineup. My show is on during the middle of the games or when the games aren't going on so there's a big cross section of people out in their cars listening that call me. I get people calling me

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Speaking about books tell me about your new book coming out in the next month?

"The book has a funny tongue and cheek title called *Invalidate the Man Cave: Sports Secrets that guys won't tell you*. What I did was I wrote about little sports shorts and I added another twist where I put in things that women could know like tips at the end of each chapter. For example: I put in the Man Cave road trip section you can score huge points for your baseball man if you suggest a trip to Cooperstown, New York. Also, if your single and you're looking for a girls' weekend and live in New York it's less than 4 hours away visiting Baseball's Hall of Fame. It's the land of idyllic bed and breakfast spots and going to the Hall of Fame is like visiting a cool museum only that baseball's treasures replace the paintings and sculptures. The book has timely sound advice about topics like Horse Racing or Para-mutual betting

idea?

Kate stated, "I was out speaking and everyone wanted my last book. A lot of ladies came up to me and asked if I had anything for women? I decided that it might be funny to do an *Invalidate the Man Cave* book. For women a little bit of sports knowledge can be dangerous. There are women executives who feel left out because they don't know the simplest things about sports. It's basic sports information with tips at the end of each chapter that will differentiate my book for any others. Last year I gave 40 speeches around the country. I have a couple different topics that I discuss and if you go to www.sportsprincessspeaks.com you can see them all. I do a thing called 'What's your Wow?' How to hook someone in 8 seconds or less. I have a book coming out later on that topic. When you start to tell someone what you do for a living and their eyes start to gloss over because you're telling them too much and they don't get it people tune out. It's the modern day elevator pitch. How do you clearly, confidently and precisely convey to another person who you are? These

their eyes pop out. I teach people how to find their 'Wow' based on the principles I uncovered after interviewing 12,000 people that are profitable communicators. What can I tell you that I learned from profitable successful people that you don't know because I have the research. One of the biggest things about discovering your Wow is what is unique to you? Here's another example: I have a friend of mine who is an architect and she's pretty and personable, but she's kind of quiet. She has the credentials, but she's always bidding with men for big buildings in Philadelphia. She would just tell people I'm architect and people would ask an architect of what? I told her to tell people that you make people look up. That grabs people's attention and makes her more interesting."

Unfortunately, my column doesn't have enough space to cover all excited things happening with this dynamic world of Kate Delaney so check out her great new show on the weekend at www.NBCSportsRadio.com
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