**Richard (Rick) Cole**

rickcolebroadcaster@gmail.com

816.589.8500

[Highlights available on Sportscasters Talent Agency of America (STAA) website page](http://staatalent.com/client/rick-cole/)

**Career Summary**

**3500 play by play broadcasts**

**Championship Broadcast Experience**

**Director of Sports Broadcasting, William Jewell College**

**Public school educator and high school/college coach**

**Entrepreneur/business owner**

**Broadcast producer/engineer/designer**

**Career Distinctions**

**Play by play announcer**

3500 career events as lead play by play announcer:

NCAA Division II sports

NAIA sports, and

High school sports

810 Sports Radio WHB and 810Varsity.com

Nine sports covered extensively:

Football, soccer, volleyball, basketball, baseball, softball, wrestling, tennis and swimming

Vast interviewing experience

**Championship Broadcast Experience**

Great Lakes Valley Conference Sports Network Championships

Basketball, Soccer, Tennis, Track and Field

NAIA National Tournaments

Basketball, Soccer, Volleyball

Missouri High School State Championships

Basketball, Wrestling, Baseball

American Legion Baseball State and Regional Championships

Nebraska High School State Championships

Football, Basketball, Volleyball

**Director of Sports Broadcasting, William Jewell College,** **NCAA Division II, Great Lakes Valley Conference** (2011-2018)

Initiated and executed an audio and multi-camera video sports broadcast program, averaging over 100 broadcasts per year

Topped the GLVC in broadcast viewing/listening in 2017-18 by averaging a 22% higher audience level than the other 14 conference schools, despite:

Jewell having the smallest enrollment in the conference, and

Jewell teams not being in contention for a conference championship in any sport, thus not having a “fair-weather” fan following

Selected and trained over 70 students as production staff members

Persuaded Time-Warner Cable to air full broadcasts of Jewell events in a three-state area

Play by play announcer for over 1300 William Jewell College athletic events in 12 years

**Social Media and Website Visibility**

Posted over 1800 YouTube videos in seven years promoting William Jewell College athletics

Extremely proficient in SideArm Sports website technology

**Entrepreneur/business owner:**

TEAM Sports 2000-20015

Innovator of a multi-camera system for presenting weekly programming in Kansas City on Comcast Cable and Time-Warner Cable systems and to KSHB-TV

Initiated state-wide coverage of Missouri High School basketball and wrestling championships

Acquired approximately 35 local sponsors generating approximately $225,000 in revenue

Early adopter of on-line broadcasting, circa 2003

**Broadcast Producer/Engineer/Designer:**

Created and managed three different broadcast networks for universities

Produced World Team Tennis (Kansas City Explorers) for one season before club relocated

**Related Skills, Abilities and Background**

Adobe Premier Pro veteran of 18 years; 15 years of experience using Audacity audio

NewTek TriCaster broadcast experience four years;

BlueFrame Technology Production Truck broadcast software three years

Graduate of Wayne State College: Bachelor of Arts/Special Education

Assistant Baseball Coach at WSC four years

Public school educator and coach for 18 years in four different communities

Volleyball, basketball, baseball coach; Assistant Athletic Director

Worked at hometown radio station at age 15; offered full time position at KFOR (Lincoln, NE) at age 17; named Sports Director, KSID Radio (Sidney, Nebraska) at age 19

**Recent Job Timeline**

**Director of Customer Experience, Hy-Vee grocery store, Mission, Kansas**

**810 Sports Radio WHB Kansas City high school Game of the Week play by play and color announcer 2018**

**810Varsity.com football play by play 2018**

**William Jewell College Director of Sports Broadcasting, Corporate Partnerships, & Community Engagement 2011-2018**

**Play by Play producer of William Jewell College athletics 2006-2011 on a contractual basis**

**Public School Special Education Teacher and Coach 1989-2006**

Blue Springs, MO, Independence, MO, Wahoo, NE, Loup City, NE

**TEAM Sports/TEAM Sports Champions (Private broadcast business 2000-2015**

**References**

**Dr. David Sallee**

Retired president, William Jewell College

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**Dr. Lenny Klaver**

President, North Central Missouri College

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**Scott Cummings**

Sports Information Director, McKendree University

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**Larry Holley**

Men’s Basketball Coach, William Jewell College (39 years)

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**Jill Slominski**

Women’s Basketball Coach, William Jewell College (22 years)

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**Mike Stockton**

Baseball Coach, William Jewell College (17 years)

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**Gayle Potter**

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