

J.D. Byars

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Two (2)-Time - NSMA Sportscaster of the Year / Alabama 2019 & 2020

PLUS, 2019, 2020 & 2021 Alabama Broadcaster's Assc "LARGE-MARKET" Sportscaster of Year!

Experience:

University of South Alabama (Jaguar Sports Properties)

***NCAA Div I FBS Member of the Sun Belt Conference**

6001 USA Drive South Suite 35, Mobile, Alabama, 36688

January 2014-Present

Director of Broadcasting "Play-by-Play Talent" and Corporate Partnerships

- Lead Play-by-Play talent: Football, Men's Basketball & Baseball for NCAA Div I FBS member of the Sun Belt Conference
- Hired to play a key role in launch of in-house multimedia rights management with goals to boost season ticket-sales while crafting strategic client-specific sponsorship packages to include: signage, radio, TV, web, digital assets, hospitality, promotions, etc
- Negotiated airtime agreement with 100,000 watt FM flagship home and network of Thirteen (13) powerful FM affiliate(s) covering 3.4 Million persons in all major Alabama and local Coastal markets
- Manage 31 key statewide, regional and national accounts (most of which I signed as "new" partners)
- Consistently identify new areas for revenue by creating remarkable and effective exposure opportunities specific to client/sponsor needs across all multimedia advertising platforms including monetizing social media/digital assets
- Regular contributor to TV & Web-based feature shows, Coach's Shows, etc
- Host weekly remote call-in radio programs with head coaches
- Regularly appear and speak at booster events, fundraisers, pep rallies, signing-day socials, and trustee meetings

ESPN+ / ESPN-3

***(In Partnership between the Sun Belt Conference, South Alabama Athletics & Raycom/Tupelo-Raycom Productions)**

September 2018-Present

Play-by-Play Talent / Special Programming Host

- On-Air Talent for NCAA Div I FBS College Football Broadcasts across various ESPN Platforms (Play-by-Play)
- On-Air talent for NCAA Div I College Basketball Broadcasts (Play-by-Play)
- Host for 2-Hour LIVE Wall-to-Wall ESPN-3 "Pre-Game" and "Post-Game" programs prior to Conf Football Championship

Reese's Senior Bowl:

Play-by-Play Talent for the Local/State/Regional "Terrestrial" radio-broadcast across a multi-station network, originating from Mobile, Alabama....while working closely with Senior Bowl staff, management and Scouts

National (Radio) Bowl-Broadcast

Talent for National Broadcast of the 2020 Lending Tree Bowl, working for Rights-Holder (MGL-Productions) & Production Group (First Team Radio)

- Aired across 100+ Terrestrial Radio Stations
- Aired via Sirius & XM satellite radio
- Aired across on-line media-platforms including: TuneIn and Radio.com

Co-Host of “*The Press Box*” (Sports-Talk Radio Show)

Monday-Friday (7am – 9am LIVE) Sports Radio Program

- Serve as On-Air co-host with Chris Stewart (Crimson Tide Sports Network)
- Contact and line-up guests who are engaging and relate to topics of the day
- Perform 45-min to 1-hour of daily show-prep prior to air
- Identify, cultivate and finalize affiliate relations (currently 7 across Alabama)

University of North Alabama (Athletics)

NCAA Div II Member of the Gulf South Conference

One Harrison Plaza, Florence, AL 35632

June 2010-January 2014

Director of Broadcasting & Corporate Partnerships

- Produced, engineered and served as play-by-play talent for 90-plus sports broadcasts yearly
- Chief marketing, sales and fulfillment agent for the UNA Lion Athletic Department
 - Created inventory and rates for live radio broadcasts (games and call-in programs)
 - Identified and successfully leveraged signage, print, web (static banner and video content) opportunities for sponsorship
 - Created *new-media* opportunities for corporate partners and broadcast sponsors seeking multi-platform exposure packages including in-game promotions
- Integrated platforms along with ticketing & hospitality for maximum revenue and event- attendance
- Created and established all-FM radio-affiliate network covering 84-county radio footprint
- Hired and managed on-air support staff (color analysts, sideline reporters, tailgate show hosts, studio hosts)
- Leveraged TV commercial inventory from Conference *Game-of-the-Week* Package for additional

“*The Terry Bowden Show*”, “*The Bobby Wallace Show*” and “*Inside UNA Basketball with Bobby Champagne*” (TV-Coach-Review Shows)

TV Host and Director (Nov, 2002 thru January 2014)

- Brokered air-time agreements with television stations and cable systems for weekly coaches review programs
- Hosted each program, structured flow and content, hired and managed videography staff

Big River Broadcasting Corporation (WQLT, WXFL, WSBM)

624 Sam Phillips Street, Florence, AL 35630

May 2009-June 2010

Sales account representative

- Maintained and grew client base for market’s leading 3-station radio group
- Identified new revenue streams and creative marketing concepts for clients

Play-by-Play talent for The University of North Alabama

Valley Broadcasting Inc (WYTK)

PO Box 146, Florence, AL 35630

March 2007-May 2009

Sales account representative / Play-by-Play Talent / Local Sports Director

- Created, produced, directed, hosted and engineered all local sports programming including live sports events and weekly talk shows with goals of growing station revenue

WHNT / CBS (Television) Huntsville, Alabama

2008 (weekend Sports Anchor while main anchor took religious sabbatical)

- Covered Local weekend sports events and anchored two (2) shows each Saturday and Sunday

2010 (Featured as Special Correspondent to cover primary Tornado Track during April-Outbreak)

- CBS affiliate brought-in three (3) veteran TV-Journalist and assigned each to one of 3 devastating tornado tracks for a 7-day period while younger/newer reporters supported in other roles

WAFF Ch 48 NBC / Raycom Media (Television) Huntsville, Alabama

201 Monroe Street, Montgomery, AL 36104

July 1996-March 2007

Sports and News Reporter for WAFF-TV (NBC affiliate in Huntsville, AL)

- Responsible for minimum of 2 stories and 2 TV live-shots daily, covering 5-county beat (crime, politics, health, etc etc)
- Covered marquee weekend SEC football games with post-game live reports from each stadium
- Managed 3-person news bureau in Florence, AL
- Enterprise minimum two (2) stories daily, working with combination of partner-photog and one-man-band
- Trained for ENG and SNG operations to open transmission windows, steer shots, set lighting/audio, etc

Education:

University of North Alabama, Florence, AL

Undergraduate degree in Communications Arts with a concentration in Media Studies

****Played College Football: University of North Alabama (Lions): *placekicker...2-year starter**

References:

Sports-Broadcasting:

Dr Joel Erdmann

Athletics Dir (Univ of South AL)
(251) 605-1109

Terry Bowden

Head Coach: ULM
(337) 366-5364

Chris Blair

LSU Play-by-Play
(225) 726-3265

Chris Stewart

Crimson Tide Sports Network
(205) 936-2976

Jim Nagy

Executive Dir /
Reese's Senior Bowl
602-284-3116

Ward Wyatt

LSU Sports Properties
(PlayFly Sports)
225-578-6405

Travis Llewelyn

Sun Belt Conference
Assc Commissioner
504-628-0884