

Bryce Edwards

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Writing Across Media

Dr. Fortner

SID James McBride

Lead:

James McBride did not start his career with the typical credentials for sports media. Early on, he struggled to find opportunities because he did not have a college degree and was told he was not a “credentialed member of society.” Today, McBride serves as the Sports Information Director at Texas Wesleyan University and was recently named Sports Information Director of the Year at the National Sports Communicators Convention. His path shows how persistence and the right opportunities can lead to success.

Story Structure:

After the lead, the story would explain why McBride’s story matters by introducing his role as the Sports Information Director at Texas Wesleyan and his recent national recognition.

The story would then move into his early challenges, including how not having a degree made it harder for him to find opportunities. Once he earned his degree, more doors started to open in his career.

Next, the story would cover how he first entered the industry. McBride got an early opportunity through a connection with Rusty Thrower, who invited him to work as a production assistant on a Dallas Cowboys television show called Inside the Huddle. That experience helped him learn how sports media works and gave him valuable connections.

The story would then focus on his current work and recognition. As Sports Information Director, McBride helps manage communication and promotion for Texas Wesleyan athletics. He credits much of his success to the people around him who support the work he does.

The feature would close by reflecting on how far he has come, showing how someone who once struggled to find opportunities is now nationally recognized in his field.