



Eddie Radosevich, '09
Videographer/Writer/Podcaster, SoonerScoop.com

If you've seen #Nattys4Patty or #HornsUpForPeace on Twitter, you've seen the work of Eddie Radosevich. A December 2009 University of Oklahoma graduate, Radosevich works for SoonerScoop.com, covering his alma mater's athletics programs. He recently answered a few questions about how his time in Gaylord College prepared him for his current role, what his job entails, and more.

What is your favorite memory from your time at Gaylord College?

Building relationships and gaining experience in the broadcast field that helped me to where I am today. A lot of the people I work with currently are people I met while covering Oklahoma for student media while at Gaylord. The opportunity to host my own sports radio show while in college was literally fulfilling a dream I had as a kid growing up attending OU sporting events with my family.

What do you consider to be the most significant moments of your career so far?

It's a culmination of a lot of different moments that ranges from finding a niche on the social media platform Twitter (see: #Nattys4Patty, #HornsUpForPeace) to shooting/producing Sights & Sounds for SoonerScoop.com to finding comedic moments at press conferences with Heisman Trophy winners. In the end I'm a kid that wakes up everyday doing something I dreamed of: Talking sports with Oklahomans. Pinch me.

How did Gaylord College prepare you for your future career?

It provided me experience in the field that led to building a sense of confidence within myself. I can do it. You can do it. A sense of belonging goes a long way as a student reporter. Standing in front of interview subjects or (new) colleagues you idolized growing up isn't always the easiest thing to do.

Do you have a favorite faculty/staff member at Gaylord?

Lynn Franklin. Took time out of his schedule to help us launch an Oklahoma football pregame show on the Wire. At the time that was something that had never been accomplished by students. Helped lay the groundwork for radio, a passion I'm still fortunate to chase today.

How did your career path lead you to SoonerScoop.com and the Franchise Morning Show?

Goes back to relationships I built while covering Oklahoma athletics as a student. Hosting Sooner Sports Pad, anchoring sports on newscasts all led to opportunities with ESPN's Campus Connection. None of these networking opportunities would have come without the foundation and platform that Gaylord College provided.

Describe your role at SoonerScoop and on your various radio shows.

Videographer/writer/podcaster (Unofficial40) with SoonerScoop. And it should come as no surprise you need to be able to do a little bit of everything in today's ever-changing world. We consume our media in a variety of ways and you need to be able to provide the consumer different avenues for how they digest their sports. Also serve as co-host of the Franchise Morning Show on 107.7 FM in Oklahoma City. Driving the bus, as they say, alongside co-host and producer Todd Lisenbee from 6-10 a.m., Monday thru Friday.

Let yourself be vulnerable and don't turn down unique experiences. There's a story to be told in every experience, don't limit yourself to a field or court.

What advice would you give to current students aspiring to a career in mass communication?

Network as much as possible and sell yourself to the job. If you believe you can make it you will. Look at every opportunity as a chance to not just learn your trade but also a chance to gain the respect of the people you are working alongside. Without a doubt wouldn't have the opportunities I have today without the relationships I built while on the beat covering OU football while in school.

What do you do for fun outside of work?

Spend time with friends in the BLC (Big League City), playing golf and watching sports as a fan. We work in sports because there's a passion for the games and practices. Don't ever forget where you came from. What you see me tweeting about on a daily basis is what I do when I'm not covering a game in Norman or around Big 12 country. It's a healthy obsession. I think.

Are there any other organizations or projects you're involved with outside of your full-time job that you want to highlight?

It's an exciting time for Oklahoma athletics and rightfully so. Summer 2021 is going to be highlighted by many new projects at SoonerScoop.com.



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