

## Alumnus, a Booth, & 8 Emmys

Last September, **Brad Steinke** ('83) received his 8th Emmy Award. The Fox Sports Net anchor and 1983 SUU alumnus was recognized for the third time as one of the nation's top on-air talents. He's won three other Emmys for Sports Program and two more for Sports Reporting.

During a 24-year career as a sportscaster and producer that began as a basketball player at Southern Utah State College (now SUU), Steinke has achieved more success than most hope to achieve in a lifetime.

He received his first Emmy for a sports documentary he created less than a year after graduating from the SUSC Communication Department – no simple feat.

Steinke grew up in a basketball

family. His father, Tom, was head coach at Westminster College in Salt Lake City, and Brad recalls dribbling a basketball as he learned to walk.

Although he had several offers to play college basketball, Steinke says, "Southern Utah just made a lot of sense" – even though he'd be playing for one of his father's chief rivals, Thunderbird coach Stan Jack.

At Southern Utah, Steinke said, "you weren't just a number... there was a real personal touch to it."

Southern Utah turned out to be a great choice for Steinke. Not only did he make lifelong friends, he got the hands-on experience he needed to get started in his profession. As a sophomore, Steinke visited KSL in Salt Lake

*Brad Steinke, left, chats with a co-host.*

City and "knew right away what I wanted to do."

He returned to school and got involved in broadcasting. He developed his writing skills by serving as sports editor of the student newspaper and did radio broadcasts with fellow alum **Dean O'Driscoll** ('83), now SUU's Director of Marketing and Public Relations. The duo also produced "live" post-game stand-ups after Thunderbird games.

Steinke said Communication Department Chair **Frain Pearson**, now retired, was a key player in his education.

"He let us be creative," Steinke said. "He gave us our parameters and then let us use the equipment."



With the impending opening of the restored Old Main Building and the inauguration of our fifteenth president, SUU Special Collections and University Archives is looking for artifacts that represent the history of the school to enlarge our collection.

If you have artifacts (banners, uniforms, pins, photographs, etc) from the BNS – BAC – CSU eras, please call Paula Mitchell, university archivist, at 435-596-7945. Items may be loaned or donated to the University. If you have questions, please e-mail Paula at [specialcoll@suu.edu](mailto:specialcoll@suu.edu).

Steinke recalls that Pearson would just smile and shake his head at some of the things he and O'Driscoll would try, but what he remembers most is the hands-on experience that he got at Southern Utah.

He credits his early success in the business to that experience.

"It was a lot tougher back then to get a job in this industry," he says. "We didn't have the resources available to students now."

Southern Utah allowed him to learn by doing and then applying what he learned.

"You just can't get that experience at BYU," he says.

After graduation, he served a one-year internship with KTVX in Salt Lake City. In short order, he landed increasingly better jobs in Abilene, Texas, and Tucson, Arizona, where he won his first Emmy.

Along the way, he did freelance work for ESPN and CNN.

After five years in Tucson, Steinke came full circle in 1990 when he moved to KSL, returning as weekend sports anchor and studio host to the station that had inspired him to become a sportscaster.

Working with Doug Miller as a mentor, Steinke created Sports Beat Saturday, a highlight show that is still a staple of KSL's weekend programming.

He also did play-by-play and served as host of The LaVell Edwards Show.

From KSL, Steinke sought greater opportunities and ended up in Miami, where he became the voice of the Miami Heat and the Florida Marlins. He was also part of a sports talk show similar to a local version of ESPN's Sports Center. Steinke describes his time in Miami as "the best three years of my professional life."

In 2001, FSN Arizona called, and Steinke signed on. He didn't



*Steinke after the London Marathon.*

plan to stay long, but after the September 11 terrorist attacks, he changed his mind. He spent his first four years with FSN based in Atlanta, doing his Arizona coverage from a studio two time zones away. He moved to Arizona in November 2006.

Since arriving in Phoenix, Steinke has embraced contemporary on-site post-game shows, often ad-libbing entire broadcasts from the ballpark.

"It's all very free," he says.

"You can think you know what's going to happen in your show and then in the last little stretch things can dramatically change. It's exciting."

One of his career highlights was covering the Yankees-Diamondbacks World Series in 2001, soon after the terrorist attacks.

"Sports are so much bigger than just a game," he says. "It gave the community a chance to heal. It was great to be a part of that."

An accomplished golfer and marathon runner who has competed in the London Marathon, Steinke says that one of his favorite things about his job is that it is different each day.

"Every day, I go into work, and it's all new," he says.

He also loves the immediacy of live reporting.

"I have the opportunity to be great or to be bad," he said, "and the feedback is immediate. I know as soon as I've left a show whether it was good or not."



*Former Miss SUU crowned*

## MISS UTAH

Congratulations to SUU alumna **Jill Stevens** ('07) who was recently crowned Miss Utah at the Capitol Theater in Salt Lake City, Utah. The beauty queen is also a sergeant in the Utah National Guard and served as a combat medic in Afghanistan in 2004-2005. Her platform for the competition was emergency preparedness. As the reigning Miss Utah, she intends to help spread the word by visiting high schools throughout Utah to make sure they know how to respond during a disaster. We wish her well during her reign as Miss Utah and at the Miss America Pageant!

Visit [www.suu.edu/alumni](http://www.suu.edu/alumni) to see how you can join us in supporting Jill at the Miss America Pageant.