

FRED HICKMAN

PROFILE

I am a broadcasting industry veteran with over 30 years experience in front of the camera and have numerous awards to my credit. Of my experience, I have worked as a lead anchor for some of the broadcasting industry's most prestigious networks including Turner Broadcasting (CNN, TBS and TNT), ESPN, Fox Sports and YES Network. I am highly skilled, a versatile broadcaster and have lead coverage for premiere global events such as the Olympic Winter Games, Goodwill Games, and the Times Square New Years' Millennium Celebrations and major sports properties and events including the Super Bowl, NFL, NBA and MLB telecasts, pre-game & post-game shows.

With the expertise, delivery and a captivating on-camera persona, I have shown a proven and positive effect on ratings for existing broadcasts that have added me as their host. I am a dedicated professional and a team player – committed to making the people around me better.

Below are ratings directly impacted as host of Braves Live on Fox Sports South - 2010

*SportSouth earned a 6.47 - the highest rating in the network's three-year history
- on June 30 when the Braves hosted the Washington Nationals.*

*On June 6, Sunday Braves on FOX Sports South earned its highest rating since 2006, when
the Braves faced the Dodgers. The game earned a 6.16 with a peak rating of 8.06.*

Ratings increases for Braves LIVE are even more impressive:

Braves LIVE pre-game - Up 71% on FOX Sports South and 35% on SportSouth

Braves LIVE post-game - Up 17% on FOX Sports South and 25% on SportSouth

PROFESSIONAL EXPERIENCE

Fox Sports South, Atlanta, GA – April 2009 to Present

Host, "Braves Live" pre and post-game shows (MLB)

Host, "In My Own Words" interview/biography show

ESPN, Bristol, CT – December 2004 to May 2008

Host, ESPN Sports Center

Host, ESPN Baseball Tonight

Host, ESPN Classic

Host, NBA Kia Shoot Around

Host, ESPN News

Host, NBA Coast to Coast

Host, NBA Draft Lottery



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YES Network, Stamford, CT – October 2001 to November 2004

Host, YES Network pre-game and post-game shows
Host, Yankee's Classics (MLB)
Host, Yankee's Magazine (MLB)
Studio Host, New Jersey Nets (NBA)

**CNN/TBS/TNT/Turner Broadcast, Atlanta, GA – June 1980 to May 1984
May 1985 to Sept. 2001**

Co-Host, Sports Tonight
Host, NBA pre-game and post-game
Host, NFL pre-game and post-game
Color commentator, Atlanta Hawks (NBA)
Co-host, Olympic Winter Games, Lillehammer, Norway 1994
Co-host, Olympic Winter Games, Alberville, France 1992
Co-host, Goodwill Games, St. Petersburg, Russia 1994
Narrator, National Geographic programming

WDIV-TV, Detroit, MI – June 1984 to May 1985

Sports anchor, evening and nightly news
Beat reporter for Detroit Tigers (MLB)
Boxing specialist

WICS-TV, Springfield, IL – February 1978 to May 1980

News anchor, evening and nightly news
Sports director and reporter

RELATED SKILLS AND EXPERTISE

- Voice-over and Narration
- Media Training for athletes, team personnel and staff
- Master of Ceremonies and Event Host

ACCOMPLISHMENTS AND AWARDS

Cable ACE award winner, 1989 and 1993
Cable ACE Award nominee, 1988, 1989, 1990, 1991, 1992, 1993
New York Sports Emmy winner, 2004
Springfield Sports Hall of Fame, 2007
Downtown Athletic Club of Orlando, Lifetime Member

EDUCATION

Coe College, Cedar Rapids, Iowa
B.S. Sociology, June 1978

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