



STUART SCOTT

SPORTSCASTER

1965-2015

Stuart Scott rewrote the book on sportscasting by changing the very language used to discuss sports.

When Scott arrived at ESPN in 1993, he began blending hip-hop culture and sports in a way never seen before on television. A Scott-delivered story sounded younger, hipper, and more urban. It had an edge.

A native of Chicago, Scott moved to Winston-Salem with his family at age 7. He graduated from R.J. Reynolds High School and played football for UNC Chapel Hill. He was a television news and sports reporter in Florence, S.C., Raleigh, and Orlando before being discovered by ESPN.

At the network Scott made the language of sports more inclusive. He talked in the same manner as fans would at home. It connected with an entire population of viewers who had been ignored, and propelled ESPN to new heights of viewership and relevance. In the process, Scott became the role model for a new generation of African-American sports journalists.

When Scott died of cancer at the age of 49, President Obama and figures from throughout the sports world paid tribute to Scott and the new era of sportscasting that he ushered in.