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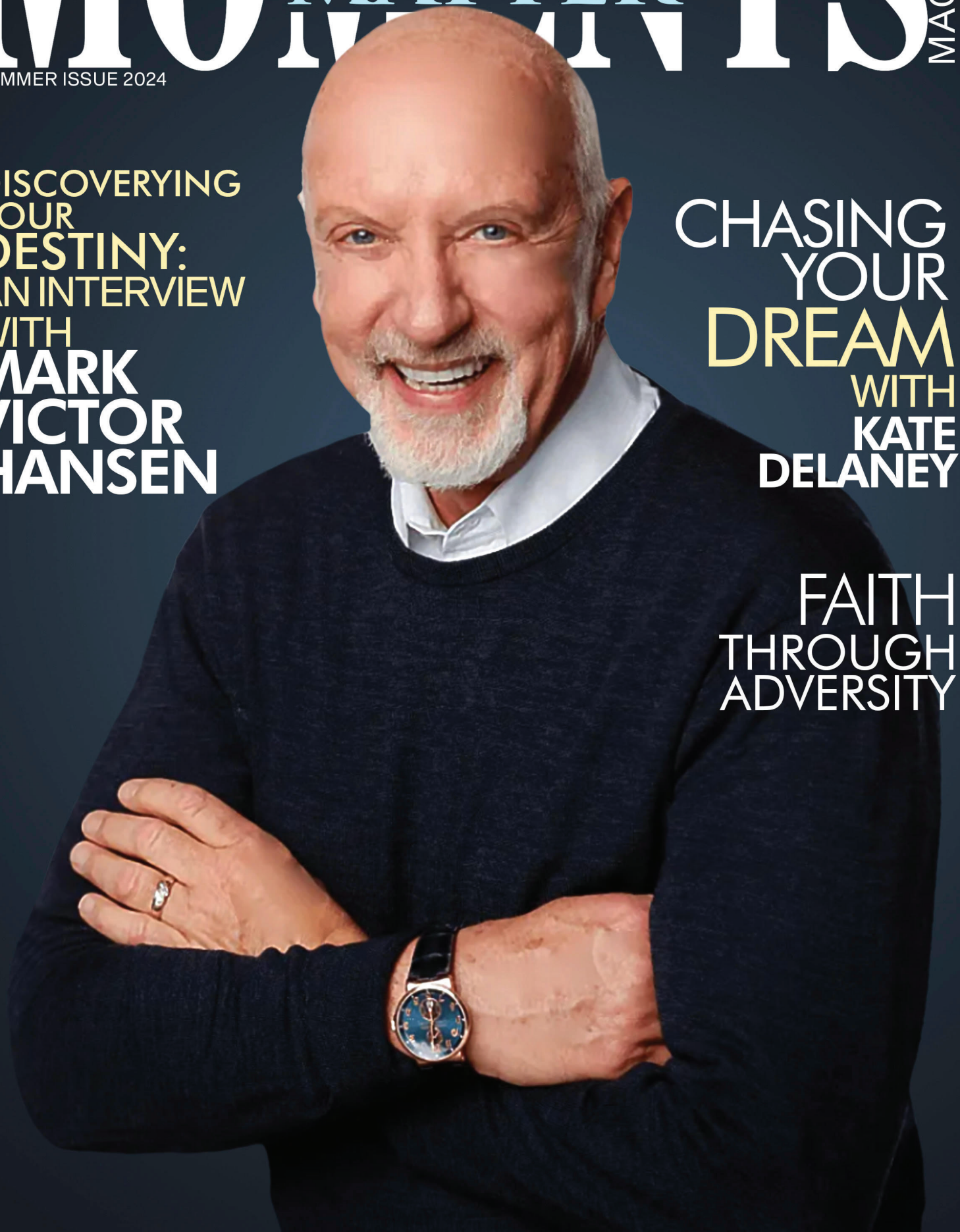

DISCOVERYING YOUR DESTINY: AN INTERVIEW WITH MARK VICTOR HANSEN

CHASING YOUR DREAM WITH KATE DELANEY

FAITH THROUGH ADVERSITY

CHASING YOUR DREAM

by Kate Delaney

Chasing your dream takes courage and lots of patience. Imagine being rejected 500 times before landing a job you knew you were born to do. That's how long it took for me to get a break in sports broadcasting.

Let me rewind my story for a second. I worked as a television news reporter in San Luis Obispo, California at KSBY-TV. When I wasn't out on a story my favorite thing to do was to talk with the sports guys. A rare opportunity arose to fill in one weekend when both needed time off. Mitch Massey the Sports Director asked me about anchoring for a couple of days. The red light in the studio went on and I was amped, hooked and knew what I really wanted to do next.

I was so encouraged by everyone around me who watched. The News Director said if she had an opening the sports job would be mine. I couldn't wait around as my friends certainly weren't looking to make a move. I sent demo after demo, and filled in doing sports on television and radio when I could.

At one point I started pursuing other high paying jobs but still was mailing out demos and making calls on the side. Maybe my friends and family telling me I was too smart to waste my time in a small market were right. Or others saying a woman has it ten times harder. Trust me as an optimist it was painful.

Ultimately, I didn't want to sell custom houses, go to law school or any other profession where I might have excelled. The moment that changed everything for me was my 369th rejection letter. A television news director wrote to me thanking me for the demo. He also told me I looked good on

camera and had a great voice, but women were more suited for morning shows not locker rooms. I knew I wasn't going to give up.

I also knew I had to reach out to other people in the sports world for advice, and different takes on what might be a better or different approach. So that News Director who clearly thought a woman couldn't do the job also made me realize I needed help. There were plenty of men who had great ideas and even worked on new demos with me. I wanted a job in sports either in television or radio. I trusted my gut, cut my head on the glass ceiling a few times and reached out to many people who helped me. It took five years and yes 500 rejections.

If I gave up, I never would have covered the Dallas Cowboys even flying on the team charter to away games. I covered 15 Super Bowls, interviewed countless coaches, owners and so many iconic players from sports across the board. The sports moments I witnessed and the stations I worked for ranged from KRLD in Dallas, Texas to WFAN in New York City.

At KRLD I was the Sports Director setting the direction for our coverage of the Texas Rangers and the rest of our coverage of professional sports teams along with colleges and other amateur sports. Those jobs opened the door for national syndication with stints on Fox Sports and the NBC radio sports networks.

That 369th rejection was one of the most defining moments of my career. It lit a fire under me and made me more resilient. I also realized I needed to knock that chip off my shoulder and ask for help. It made me a better leader when I became the Sports Director for a station that had the rights to the Texas Rangers. I learned how to deal with different personalities and put people in roles where they excelled. When I went on to become the Chief Operating Officer for a radio network, I knew

to trust my gut and have patience while the Network was growing.

No matter what career path you choose I think flexibility is another crucial skill. How fast can you pivot? We all learned that during the Pandemic a few years ago. Most humans are resistant to change but if you learn that it's inevitable you have a much better chance to survive and ultimately thrive. I was never sure what direction my future would take. Change was constant in my world as I bounced around from small markets to bigger ones on radio and television all over the country. I never would have been able to lead a sports department while juggling a major market talk show if I didn't know how to act quickly and decisively.

Now looking back, I also wasn't afraid to fail. The great John Wooden, who won ten NCAA National Championships in a 12-year period as head coach for the UCLA Bruins said it best, "Failure isn't fatal, but failure to change might be." I feel fortunate to have had a chance to have a conversation with Coach Wooden. He told me to never give up and to learn from my mistakes.

Remember what I said about change? The last fifteen years I have been able to share beyond my talk radio audience and on different stages as a professional speaker. Most of my focus is where I see a clear-cut need. How can Executives Build Resilient Teams in the age of Artificial Intelligence? So many employees feel threatened by AI with job security and status. It's so important to unlock the full potential of your workforce with AI related training before they leave in frustration.

When I'm not speaking or doing my talk show I like to spend time mentoring people of all sorts, especially young people. There is no greater way to grow any community; business or personal than to spend time listening and exchanging ideas. Hopefully everyone reading this has a mentor and is mentoring someone else. Those conversations may very well be the important catalyst connecting you to your dreams and moments that matter the most.

Kate Delaney is a speaker, author, and Emmy Award winning talk show host. Kate's interviewed 17,000 people, including U.S. Presidents, Fortune 500 CEOs, Hall of Fame athletes and ordinary people doing extraordinary things.

It took 500 rejections, but she shattered the glass ceiling and became one of the first women to ever host a solo syndicated sports talk show. Kate's hosted shows on NBC, CBS and the number one rated station in the country WFAN in New York City.

For the last fifteen years Kate's nightly syndicated radio talk show, America Tonight has broadcast from the slums of Guayaquil, Ecuador to a whale expedition in Maui, Hawaii, and countless places in between.

Kate has served as a keynote speaker and consultant for companies such as: Deloitte, Cisco, Exxon/Mobil, Stanley Oil and Gas, Forbes, UPS, Fox, AT&T, Kraft, Macys and many more. She also gave a Ted style talk at the Forbes Insider's Summit. Her Award-winning Raving Fans VIP Experience workshops are sell-outs and have long waiting lists.

She is the author of five books including her best-selling business book published by Forbes, Deal Your Own Destiny, increase your Odds, Win Big and Become Extraordinary.

Kate is the Past President of the National Speakers Association in Dallas, Texas. She is most proud of working with Children International. Helping several families in Ecuador and others around the world.