

# HARRISON SANFORD

**On-Air Talent | Podcast & Social Video Producer | Content & Brand Strategist**

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## SUMMARY

Adaptive on-air talent and multimedia producer with 10+ years of experience across national (ESPN Radio, Stadium Network), digital (Amazon Prime Sports Talk, Inside the Green Room), and local (Spectrum News Ohio, WALB-TV) platforms. Skilled in shooting, editing, scripting, and delivering social-first and broadcast-ready content. Proven track record in content strategy and sponsorship development, securing brand deals with Dove Men+Care and Jack in the Box, and leading creative partnerships with the Denver Broncos, Toronto Raptors, and others. Executive producer and co-host of Inside the Green Room, a player-led podcast with digital and linear distribution via NBC Sports Philadelphia, Spectrum SportsNet, SiriusXM, Yahoo Sports, and now Audacy.

## BROADCAST & DIGITAL MEDIA EXPERIENCE

### MSG Networks

#### On-Air Host

- Host on-air and digital sports segments tied to local and national NBA/NHL and major sports coverage
- Deliver on-air and digital segments for Knicks and regional hockey coverage, integrated with sponsor activations

**New York, NY**  
*April 2022 - Present*

### ESPN Radio - National

#### On-Air Host

- Host breaking news, live reactions, and longform interviews on nationally syndicated shows.
- Produce real-time betting and cultural segments tailored for a national sports audience.

**Remote - New York, NY**  
*April 2022 - Present*

### Inside the Green Room with Danny Green Podcast

#### Host & Executive Producer

- Founded, hosted and scaled NBA podcast; secured \$450K+ in sponsorships (Dove Men+Care, Jack in the Box, BetterHelp)
- Produced and edited interviews, social cutdowns, and branded content integrations.
- Collaborated with networks (NBC Sports Philadelphia, Spectrum SportsNet, and Yahoo Sports) for linear television and digital content distribution agreements
- Collaborated with multiple departments within Lakers, Raptors and 76ers franchises to enhance brand visibility
- Produced live events across the U.S. and Canada with crowds of 100-1,000

**Remote - New York, NY**  
*June 2018 - Present*

### Stadium Network

#### On-Air Host

- Anchored NBA commentary, preview and betting segments for nationwide multi-platform NBA coverage
- Collaborated with producers and graphic teams to craft engaging, fast-paced rundowns.

**Remote - Chicago, Ill.**  
*May 2023 - August 2024*

### Amazon Prime Sports Talk

#### On-Air Host

- Anchored daily sports talk show; led interviews and editorial rundowns

**New York, NY**  
*December 2022 - October 2024*

### SportsGrid

#### Host & Betting Analyst

- Delivered real-time updates and odds integration across live national programming.
- Specialized in contextualizing betting data into engaging sports talk.

**New York, NY**  
*September 2022 - September 2023*

### Call to the Booth Podcast with Aqib Talib

#### Host & Executive Producer

- Built weekly NFL podcast featuring game breakdowns, commentary, fan Q&As, and betting analysis.
- Led content ideation, editing, and partnership outreach; collaborated with the Denver Broncos and AltitudeTV

**Remote - Los Angeles, CA**  
*September 2020 - September 2021*

### NFL Media - Podcast/Digital Media Division

#### Associate Producer

- Produced social-first podcast segments with NFL talent; optimized episodes for YouTube and Instagram.

**Los Angeles, CA**  
*January 2022 - April 2022*

### Spectrum News1 (Ohio)

#### Multimedia Journalist

- Reported and produced 700+ live and digital sports segments statewide.
- Covered OSU football, the Bengals, Cavaliers, high school sports and more through field reporting and anchoring.

**Columbus, Ohio**  
*November 2014 - June 2018*

### WALB-TV

#### News Reporter/Weekend Sports Anchor

- Anchored weekend newscasts; reported on UGA, FSU, and local sports features.

**Albany, GA**  
*June 2013 - November 2014*

## ADDITIONAL EXPERIENCE

### Million Dollar Round Table Foundation - Fundraising Media Associate

- Led multimedia fundraising campaigns and social content strategy for donor engagement leading to over 150K in donations.

**Remote | March 2016 - Sept. 2019**

## SKILLS

**On-Air & Reporting:** Live Hosting, Interviewing, Segment Writing, Betting Commentary

**Production:** Adobe Creative Suite, Final Cut Pro, Riverside.fm, Streamyard, CapCut

**Digital & Social:** YouTube, Spotify, Apple Podcasts, Instagram, X, Facebook, TikTok, Twitch, Snapchat

**Strategy & Revenue:** Campaign Planning, Sponsor Integration, SEO Headlines, Scriptwriting, SEO, Social Media Management

## EDUCATION AND PROFESSIONAL AFFILIATIONS

**Cornell University - B.S. in Communication Arts, Applied Economics and Management**

2005-2010

**National Association of Black Journalist (Member)**

2011 - Present

**Cornell Daily Sun Alumni Association (Member)**

2010 - Present