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Abstract:

This study indicates that TV sportscasters (N = 272) are extremely satisfied in their jobs. Perceived organizational support and management's commitment to local sports coverage contributed to that satisfaction. Work-family conflict, role overload and job demands had little influence on sportscasters' dissatisfaction. Market size, airtime allowed and job title did not appear to influence satisfaction levels. The authors conclude that work autonomy and a perception of support from TV management is what keep sportscasters satisfied.