

## Sports Media Veteran Dave Shore Launches Debut Book Featuring Real-World Business and Leadership Lessons

"Lessons Learned From Winners, Volume One" Draws on 11 Candid Conversations with Sports Broadcasting Icons, NCAA Coaches, and Industry Executives to Deliver an Actionable Sports Business Leadership Playbook



# LESSONS LEARNED FROM WINNERS

*11 Conversations. 11 Gameplans. One Season.*

VOLUME ONE

Raleigh, North Carolina Jun 19, 2026 ([Issuewire.com](https://www.issuewire.com)) - Dave Shore, veteran sports broadcaster, former ESPN Radio personality/executive, and host of the fast-growing podcast *The Gameplan with Dave Shore*, has announced the release of his debut book, *Lessons Learned From Winners, Volume*

*One: 11 Conversations. 11 Gameplans. One Season.* The digital ebook is now available exclusively at [shoreline77.gumroad.com](http://shoreline77.gumroad.com).

The book draws directly from Season One of Shore's podcast, transforming 11 in-depth conversations with prominent figures from the worlds of sports media, NCAA coaching, professional athletics, and sports broadcasting into a compact, highly readable leadership and business strategy guide for professionals, entrepreneurs, executives, and sports enthusiasts alike.

"My belief has always been that sports is the international business language," said Shore. "Every guest I spoke with in Season One had a lesson hiding inside their story, a lesson about leadership, trust, culture, resilience, or performance under pressure. This book makes those lessons accessible to anyone building something in the real world."

## **A Sports Leadership Book Unlike Any Other**

*Lessons Learned From Winners, Volume One* features candid conversations and actionable takeaways drawn from guests including:

- **Steve Levy**, 30-year ESPN anchor and ESPN Radio play-by-play voice, whose career story explores brand building, adaptability, and the power of relationships in sports media
- **Mark Gottfried**, former NCAA head coach at Alabama and NC State, who delivers a masterclass in trust-based leadership, talent evaluation, and organizational culture
- **Matt Doherty**, former University of North Carolina head coach and UNC teammate of Michael Jordan and James Worthy, whose insights on championship culture and executive coaching translate directly into corporate leadership development
- **Mike Rhyner**, co-founder of Dallas sports radio icon 1310 The Ticket and Dallas Radio Hall of Famer, on building loyal audiences, polarizing leadership, and brand differentiation
- **Marty Barrett**, former Boston Red Sox second baseman and 1986 World Series standout, on grace under pressure, teamwork, and what it means to perform at your best when it matters most
- **Raymond Ridder**, Senior Vice President of Communications for the four-time NBA Champion Golden State Warriors, on championship organizational culture, media relations strategy, and professional work ethic
- **Elston Turner**, veteran NBA assistant coach with the Minnesota Timberwolves, on player development, leadership longevity, and the timeless fundamentals of winning
- **Tyler Cox**, veteran Dallas-Fort Worth broadcasting executive and key founding member of the architect organizers of the nationwide Amber Alert system, on collaborative leadership and community impact
- **Jim Cutler**, legendary sports media voice-over artist, on adapting to industry disruption, artificial intelligence, and building a career that lasts
- **Marc Kestecher**, ESPN Radio lead national play-by-play broadcaster, on preparation, performance under pressure, and finding your voice in a competitive field
- **Kevin Mench**, eight-year Major League Baseball veteran and MLB record holder, on blue-collar work ethic, talent development, and what separates good players from great ones

Each chapter features a detailed guest biography, curated conversation highlights drawn directly from the podcast, and **The Gameplan Takeaways**, Shore's signature framework of actionable business, leadership, and life lessons extracted from each guest's story.

## **A Book for the Sports Business, Leadership, and Motivational Space**

*Lessons Learned From Winners* targets a growing audience at the intersection of sports culture and professional development, including corporate executives, sports business professionals, entrepreneurs, team leaders, book clubs, and sports media fans seeking motivational content grounded in real-world experience rather than theory.

The book joins a growing category of sports-inspired leadership titles and podcast companion books, positioning itself as a must-read for anyone who has ever drawn a professional lesson from a sports story.

"The best lessons come from people who've actually lived them," Shore said. "These guests have won at the highest levels in sports, broadcasting, and media. They've also failed, pivoted, and rebuilt. That combination is exactly what business people and leaders need to hear."

### **About Dave Shore**

Dave Shore is a 30-plus-year sports media veteran with experience as an ESPN Radio national host, play-by-play broadcaster, sideline reporter, on-air television personality, and sports radio operations manager. He is the founder of Shore Sports Media and host of *The Gameplan with Dave Shore*, a podcast featuring in-depth conversations with guests from across the worlds of sports, media, and business. Shore also specializes in broadcast talent coaching and development. He is based in the Raleigh-Durham, North Carolina area.

*The Gameplan with Dave Shore* is available on YouTube at @ShoreSportsMedia

### **About "Lessons Learned From Winners, Volume One"**

- **Format:** Digital ebook (PDF), instant download
- **Pages:** 52
- **Price:** \$21
- **Available at:** [shoreline77.gumroad.com](https://shoreline77.gumroad.com)
- **Volume Two:** In development

### **Media Contact**

Shore Sports Media

\*\*\*\*\*@shoremediagroup.com

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