

# Scott Murray

## *Whatever It Takes*

*His first book is a tribute to his dad and to sports legends*

An interview with Scott Murray was like a game of baseball. I pitched him a few questions, he ran the bases, and then I was up to bat. Murray threw me a few, I swung, and then at the top of the fifth he said, “I forgot. I’m not the interviewer.”

You can’t blame him for having an inquisitive mind. For 30 years, Scott worked in sports television, most notably as the Sports Director and Anchor for NBC, where he interviewed hundreds of legends like Byron Nelson, Jesse Owens, Mickey Mantle, and Nolan Ryan.

*Whatever It Takes* highlights these experiences and specific life lessons that Scott learned watching, studying, and admiring sports heroes. Each chapter covers an athlete, sportscaster, or team where Scott attaches a character trait, like courage or perseverance, to that legend. At a deeper, more emotional level, the book depicts an intimate relationship between Scott, his dad, and their common love for sports.

Today, Scott’s dad Douglas is 83 and battling cancer. He describes his dad as a man of integrity and a man who loves his family. “Whenever I see a film with Gregory Peck, I am reminded of Dad – a man who commands respect without ever demanding it and [has] a strong presence without a shred of intimidation,” said Scott. “He directed and disciplined but was never a dictator.”

He was a father, and when it came to right and wrong, there was no gray with Douglas Murray. Like sports, the play was in or out. Said Scott, “It was always black and white with my dad.”

And yet colorful childhood memories include playing catch with his dad in the backyard or throwing a football around on a crisp autumn day. “Spencerport, New York, was a small town ... like Mayberry with snow but not the drawl,” said Scott. “Family was what we did. Our whole life was family.”



Today, former NBC sports anchor Scott Murray enjoys working with his son in video production.

It was in these small-town moments where Scott fell in love with sports. “Our high school was so small, we couldn’t field a football team, so I played soccer, basketball, baseball, and tennis.”

After graduating from Spencerport High School, Scott became a disc jockey at an AM radio station. Radio commercial gigs would lead to a future in television.

What may seem out in left field is that Scott intended to

be a pediatrician. At the University of Rochester he majored in psychology. "The media – that wasn't something I was expecting to make a living doing," he said.

But Scott did and he succeeded, year after year, reporting on the Olympics, Wimbledon, the World Series, the U.S. Open, the Indy 500, and 30 straight Super Bowls. He earned the title of Sportscaster of the Year seventeen times and took home two Emmy Awards for Best Sports Anchor in 2000 and 2001.

In 2003, Scott retired from TV, but he remains active in the media world. He and his son Doug, named after Scott and Scott's father (Scott's full name is Douglas Scott Murray) have formed Murray Media ([www.murray-media.net](http://www.murray-media.net)), a Dallas-based video and TV production company.

“Some of the blessings that attend a career in the media are the good fortune to witness hundreds of great events, be there for so many memorable moments, and meet the newsmakers of the day.”

Does Scott miss being in front of the camera? "I've always enjoyed being in front of the camera, but I don't miss the day-to-day routine of television news," he said. "Three decades is a long time, and I have absolutely zero regrets, but I had an opportunity to work with my son."

*Whatever It Takes* is a tribute to Scott's son as well as his father. Scott flipped to the back of the book and pointed to a picture of Doug sitting next to Mickey Mantle. In the photo, Scott is snapping a picture of the moment. "That was on the back page of the *Dallas Morning News* in 1985," said Scott. "A father taking a picture of his father's hero and his son.

This is the whole idea of the book.

"When I met Mickey Mantle, it was surreal. I don't know about girls, but every guy that I know has dreamt about making that winning goal at the Stanley Cup or sinking that putt to beat Tiger Woods ... I was always Mickey Mantle in the bottom of the ninth at Yankee Stadium, seventh game of the World Series, bases loaded, my team's trailing 3 - 0, and I had a chance to win it all ... "

In his book, Scott credits the Mick with heroism. What character trait would he ascribe to himself? "A difference-maker," he said. "Someone that lends a helping hand. My coaches and my teachers always told me to be a go-getter, but my folks always taught me to be a go-giver, to make a difference. I hope in some small way I've been able to achieve that mission."

*Scott lends a hand with the Scott Murray Foundation, Big Brothers and Sisters, and the Boys and Girls Club, among other nonprofits. He is also a sought-after motivational speaker. To view photos of him with sports legends, visit [www.scottmurrayentertainment.com](http://www.scottmurrayentertainment.com).*

**Excerpt from *Whatever It Takes*:**

"Some of the blessings that attend a career in the media are the good fortune to witness hundreds of great events, be there for so many memorable moments, and meet the newsmakers of the day – ultimate achievers in the athletic arena who set themselves apart by their sheer dedication, discipline, and dominance. ... But the part I have cherished the most has been the journey with my father, and eventually, with my son. To have had the opportunity to introduce my dad to the very individuals he once introduced to me (even if from afar) as examples of commitment, character, and courage is simply priceless.

"So this book isn't about me. It's about my dad. It's about sports legends. It is also for my son, Doug, who later would get ample opportunities to be at my side and go where relatively few young men have gone before – looking up to the likes of John Elway and rubbing shoulders with soon-to-be legends like Wayne Gretzky."

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