

1. I think this story will resonate with my target audience because it shows how there are many opportunities that students can take advantage of to prepare for a career, particularly in sports.
2. This story helps to achieve the communication objectives by describing how my subject found out about John Carroll, what other JCU community members have to say about my subject, and including a quote saying, “that John Carroll is a tremendous place.”
3. I delivered on the creative strategy by explaining how JCU has given my subject the opportunity to take multiple leadership positions in covering sports for the school.
4. Kyle Kelly (kkelly21@jcu.edu), Chris Wenzler (cwenzler@jcu.edu), and Spencer German (sgerman@jcu.edu)

A Driving Force of JCU Sports: Kyle Kelly '21 Brings

Coverage to Community

By: Logan Potosky '23, Friday, February 28, 2020

Have you ever listened to a sporting event on the radio? Well, if you tune in to WJCU 88.7 FM for a John Carroll sporting event, you'll likely hear the crisp voice of Kyle Kelly '21 calling it. Kelly is an integral part of covering sports for John Carroll University, as he is the Sports Director of the school's radio station, the Sports Editor for the school's newspaper, The Carroll News, and an employee of the JCU Sports Information Department. He embraces all that he does for JCU sports.

“I love what I do,” Kelly said. “I feel like I've flourished a little bit, but I still [have] a lot of room to go.”

From Toledo, Ohio, Kelly attended a Jesuit high school, and he wanted to go to a small college near Cleveland. After discovering John Carroll from his high school junior varsity football coach and JCU alum, Patrick Russell '11, Kelly said "it was a no-brainer."

Not only does Kelly cover sports for JCU, but he also covers the Cleveland Browns for The Browns Wire and WaitingForNextYear.com, and high school sports for cleveland.com's NEOVarsity High School Sports. His sports coverage outside of JCU was what got him interested in sports communication.

"I never knew [that] media and communication was something that really attracted me until my sophomore year of high school. I started a Browns fan Twitter page, and that kind of blew up, and I started my own coverage, media-wise. And I think that, from there, I really kind of fell in love with media. I fell in love with covering a team."

Although he is currently involved in communication for John Carroll sports, Kelly did not see himself holding the kinds of roles in sports at JCU that he does now.

"I saw all the NFL alumni, general managers, coaches, and that's what really interested me [in JCU]." Kelly said. "I thought I was going to build a career in sports administration, sports management, more [on the] personnel side, but I started to fall in love with what I do in Sports Information and the media."

Kelly's work in covering John Carroll sports has been very much appreciated by his advisors at the school. Chris Wenzler '90, JCU's Sports Information Director praises all that Kelly does for the Sports Information Department.

"Kyle's definitely not a clock-watcher," Wenzler said. "It's almost like his mind is always churning in here... He's kind of like a stream of consciousness in here. He'll always be thinking, always be working, progressing towards something bigger and better."

Spencer German '13, the Operations Manager of WJCU, is also thankful for the work that Kelly does for the school's radio station.

"Kyle has just been a huge help. He's definitely a major asset for the station," German said. "At the beginning of the year, without him, we wouldn't have really even had any sort of remnants of a sports department... I honestly love working with Kyle because I know he puts in a lot of effort and a lot of energy [into] his great work."

From calling games on WJCU to writing game stories, Kelly has had many great memories from covering John Carroll sports. One in particular, however, stuck out to him most.

"The 2018 men's soccer OAC Championship was crazy. It went into PKs and the entire student section was behind the goal. I've never seen anything like it. Ohio Northern was visibly shaken up by the fans behind the goal. It was the most unique situation I've ever seen while covering a sporting event."

Kelly also appreciates JCU's student-athletes and takes pride in the work that he does to cover their games.

“It’s always great to see players have their hard work pay off. It makes me feel just as accomplished,” he said.

Kelly ultimately thinks that prospective students should consider going to JCU, but they should do what feels best for them in terms of their school choice and preparing for their careers.

“I think that John Carroll is a tremendous place,” he said, “[but]... I think it’s about finding the best fit for them... and then just finding out what those opportunities are and taking a stab at them.”



Kyle Kelly, shortly after calling the JCU men's basketball team's OAC Tournament Quarterfinal game against Capital on Tuesday, February 25 on WJCU. I intend this photo to reinforce the theme/focus of my story by showing my subject in action covering sports for JCU.