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SPORTS RECRUITING NETWORK

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What are your backgrounds? How did you get to where you are now?



BRYAN SLEIK

It's something that I've wanted to do for a long time. I met the Cubs play by play broadcaster when I was in second grade and sort of just sparked my interest in the industry and where I wanted to go with my life. So I started in high school during the morning announcements as a freshman and did all that through my senior year and then went to school into broadcasting. I went to Central Michigan University and was there for broadcast and cinematic arts with a minor in journalism, and then sort of floated around a couple of places, post-graduation.

And then I found myself working for a baseball team out in the West Coast back in the Summer 2019. And I turned into working at the University of Portland for the last five years now calling men's and women's basketball, volleyball, baseball. And then I also call high school football in the area, along with the state championships at the six A level for basketball. I've done it for football and I've done it for volleyball as well.

Ray and I met at the University of Portland and I've known Ron since second or third grade, I think is when we first met. So I've known Ron for quite a long time. I was his holder for when he was a kicker back in high school. I was actually his college roommate, too, for a couple of years. So Ron and I have had a relationship for a really long time. And, you know, he came to me with this idea of starting NPA+ probably a little over a year ago now, maybe a little more than that. And for somebody who had gone through the recruiting process and didn't really have much success myself, but Ron had gone through it, and he had dealt with his own hiccups to it all. So he came to me with this idea of NPA+, of wanting to help athletes reach the next level, whether it was in college or if it was playing professionally, overseas or domestic.

Here and in the United States. So that's kind of where that idea came from. And, you know, with my relationship with Ron and knowing him for so long, you know, he had a lot of passion into this. He had a vision. I felt like it was a good opportunity to jump on and see what we could do. And he made me the head of broadcasting in our department. Obviously, we're still getting things built up right now, but I was able to bring Ray in as well. I trust his expertise. And I think we've worked well together over the last 4, 5, or 6 years now.

RAE BRADLEY

I mean, there's something obviously talking sports and being into sports, you're always kind of hoping you can maybe turn into something. But when I was, I ended up going to Boise State, getting an accounting degree. And then kind of near the end of that, realizing that wasn't really for me. And we had like a sports marketing internship. Somebody came in one day to one of my marketing classes, and I was like, do you want to help do video work for the semi-pro hockey team there, the Idaho Steelheads? And I kind of leaped at that because I was just kind of around.

So I kind of got into that a little bit, realized that was more something I was into. It wasn't for another couple of years before I kind of found a contact over here in Portland. I will say, one of my roommates from Boise State, his girlfriend, worked in this department at University of Portland, doing a bunch of sports stuff. So I think it was one spring break. We came over here and I got a chance to sit down and talk with him for a little bit, and I kind of was like, hey, yeah, I'd love to come out here and do some work if you have some work. And he was kind of very jokingly like, okay. Sure. And then a couple months later, I think I called him up again and was like, well, I'm going to move out there. So you got some work for me. And that was very lucky that I found that place because the University of Portland just kind of had an abundance of resources.

We were very lucky to end up there. And so, yeah, I kind of just ended up like a lost puppy showing up on their doorstep one day and just asking them to teach me everything they knew. I moved out here in 2018, was working under them for a long time, ended up meeting Bryan, threw up, continuing to work there, directing, doing camera work, producing interview stuff, social media stuff, kind of whatever they pointed me towards. And then more recently, I've been able to get my door or get my foot into the door at the Blazers and the Timbers and thorns and some of the big kind of sports stuff over here. I've been able to actually make a bit of a livelihood out of it. Bryan kind of brought this NPA stuff to me. And I was like, well, that's very similar to what we've been doing.



I've flirted with a couple podcast ideas in the past, so I was kind of curious to see where things have changed in recent years. So I was very intrigued to keep working with Bryan because, yeah, like I said, we just had a lot of success together at the University of Portland. I figured it would be a do something interesting, but yeah, that's kind of how I ended up here.

What projects are you working on now? How would you describe your role at NPA+ today?

RAE BRADLEY

Similar answer to Bryan at the moment. We have sort of the podcast arm that we're trying to build up and do a lot of stuff with, kind of waiting on a couple of things to come on as far as, like studio space or whatnot. But so we've just kind of been slowly kind of knocking those podcasts out and trying to find a rhythm and upgrade equipment and that kind of stuff. But relatively minor at the moment. And Bryan might have a couple more responsibilities than I do.



BRYAN SLEIK



Yeah. For me, they put me as the head of broadcasting. So like recently we were just making a calendar for people to basically ask if they want to be interviewed or what they want to talk about. We have that podcast going that Ray was talking about. And, you know, he's not far off. I mean, we are looking for more studio space. I think that comes with some financial backing, which I know is coming around the corner. So, you know, Ray and I are just trying to create a good rapport with each other on top of creating a good rapport with, you know, people who are listening back at home, you know, we want to be informative about what's happening in the sports world. But then you know, something that we want to build upon in the podcast is, you know, helping voices of athletes trying to move up.

So, you know, part of our podcast right now is getting the groove with us to and then, you know, in the near future, we'd love to have interview subjects up with us so we can talk about it, talk with other people that are in these leagues that are, you know, whether they're in Europe or over in Asia, Australia or whatever. Because with our whole platform, as much as we would love to get people to play professionally here in the United States, sometimes it's not always your option. So having the contacts and interviewing these people with our podcast coming forward from these different leagues opens up different avenues for the potential athletes that are going to be joining us on NPA. So that's sort of our responsibilities to it all. I've also been tasked with having to find the studio, having to find all the equipment that we would use. Eventually at some point down the road, we're going to be doing live productions.

And that's a nice place to start with, having a guy like Rae for his ability to know the back end of stuff over the last 4, 5, or 6 years because he was there a year before me at up. So he's seen most of the equipment. I can trust him to help troubleshoot some things. We're going to bring in some other people as well to make sure we have it all 100%, you know, fleshed out once we get the studio up and running. And that's kind of where we're at right now. Just as my title says, I'm just kind of putting things together right now for our studio equipment wise, thinking about some staff going forward. But yeah, that's where we're at the moment.

What would you say your goals are for the future?

BRYAN SLEIK

I mean, for me, I've always wanted to be played by play talent for professional franchise. So that'll always be a goal for me. You know, I'm in a good spot right now at the University of Portland being able to call multiple sports. But it's kind of in a spot right now, where you are sitting comfortably at, but I'm still looking to expand out to some, I don't wanna say bigger markets, but bigger entities like ESPN or NBC Sports, Fox Sports, whatever it is, because I'd like to be play by play voice for doing that as for NPA+ , and I'd really like to turn this into a steady revenue stream for everybody that's involved, I think it's a great opportunity to showcase talent from both just in front of the camera for us behind the camera for the people that will be working for us in the future. And then the athletes of course, because that's the main goal of everything, you know, our show, we'd want to, you know, in the future, you know, mixture of a little bit of when I say these entities, I don't necessarily mean exactly what they're doing or their character, but the reach of Barstool Sports in the authenticity of like the Pat McAfee show, and we want to bring that type of energy into NPA. And specifically for our podcasts and what we're doing right now, we just do the one show, but in the future, you know, I'd like to do some live events, whether it's messing around in our studio, doing some competitions with everybody that's working for us right now, on top of doing our normal studio shows, and I envision it being more than just one I'd like to have, you know, two or three shows going throughout the day. And, you know, continue to make content outside of the studio as well, whether that's going to events, you know, showcasing our athletes or just going out and creating our own content on what would be fun to interact with everybody. And you know, that's sort of my vision for everything that's going on.



RAE BRADLEY



I totally agree. Certainly, where a lot of these things have been going and as an enticing idea, obviously, for filling out sort of spaces you may not know as well as other hosts, or whatever it might be. But, yeah, it's very similar claps to Bryan, this would be a very, sort of a nice side project for me to have at the moment and something I'm able to juggle with these weird flexible schedules that we have in sports. And I'm just happy to see wherever it goes at this point in time and I'm happy to follow along with Bryan's vision because it sounds pretty good to me.

