

# THE SPORTS INTERN

## INDUSTRY INSIDER



### MIKE ZEPEDA

OWNER/DIRECTOR/ANNOUNCER, **SCCS PRODUCTIONS, INC.**  
TECHNICAL DIRECTOR OF BROADCAST MEDIA, **MASL**



Mike Zepeda is the **Owner of SCCS Productions, Inc.**, a leader in live-streamed events for colleges, high schools, and other local sporting events in Southern California. As a lead director, producer, and announcer, Mike's days typically involve checking emails and reviewing the schedule for upcoming events. But the real excitement comes on event days, which he describes as "always an opportunity to shine." He takes pride in wowing clients with the creative content he and his team produce, often exceeding the client's original vision. Mike also highlights the talented individuals he gets to collaborate with, noting that **building and cultivating relationships** is one of his **favorite parts of the job**. On the flip side, the **most difficult aspect** is **balancing travel demands with time away from his family**.



In addition to running SCCS Productions, Mike serves as the **Technical Director of Broadcast Media for the Major Arena Soccer League**, where he develops and implements the broadcast strategy to elevate live production standards across the league.



Mike's journey began with an internship as a Play-by-Play Announcer for Saddleback College Football on KSBR (88.5 FM) in Mission Viejo, CA. A lifelong basketball fan who once dreamed of playing in the NBA, he also worked as a coach at Paul Pierce Camp and Camp Lakers.



#### MIKE'S ADVICE

- It's amazing how great work ethic, good manners, and a positive attitude will open doors for you. Don't ever feel you're entitled to treat others poorly because you work hard. Be humble.
- The sports industry can be incredibly emotional. Train yourself to be able to objectively read the moment in spite of the emotion that surrounds it.
- Appreciate the fandom of the franchise or team you work with. Especially the kids.