

## **WINCHESTER'S GOLDEN GRADUATES**

### **SCOTT MCCOY – FROM CLASSMATE TO CLASS ACT!**

By Pat Knasinski

From “The Island” in Winchester and performing in a local band called Chozun Ones, to making sales calls with Ted Turner and becoming an account executive for MTV Music Television and Vice President for CNN Cable News Network is Scott McCoy, Winchester Community High School graduate, Class of 1969.

Scott is the son of Bob and Betty McCoy. Many of the McCoy's in Winchester lived near Anchor Hocking Glass in a northeast section of town called “The Island.” But the kids who grew up there and went to Morton School, never knew they were living in the low-income part of town. Quite the opposite. They had everything they needed and the neighborhood was like family. It was a great place to grow up!

But when Scott McCoy was 16 years old and a sophomore in high school, his dad died of a sudden heart attack. He never got to hear his dad tell his stories: his 27 bombing missions over enemy territory during the war, his pitching career with the Anchor Hocking baseball team, or the day his dad received his notice that he was invited to the minors after being scouted for the Pittsburgh Pirates. Life changed that day. But he and his brother filled the gap by playing with the local band, Chozun Ones. They won the “Battle of the Bands” and performed regularly for four years at the Beeson Clubhouse and other local venues, earning real money. Members of that group were Scott and brother, Dave McCoy, Craig Overmyer, Rick Valandingham, Steve Montignani, Bill Fisk, and occasionally George Watkins, Ike Byrum, Dick McCord, and Miles Minnich.

Working, performing, helping at home, marching in the high school band and playing sports filled his life. He never thought much about going to college, until he met Mr. Joseph Casey, WCHS English teacher. Often feared by students, Mr. Casey was demanding, but provided a portal to the outside world for kids from Winchester. Casey often lectured students on success strategies and became known for his literary quotes: “The unexamined life is not worth living.” “Take the road less traveled.” “The journey of a 1000 miles begins with a single step.” Inspired, Scott applied to Ball State University and four years later he graduated with a Bachelor of Science Degree in Journalism and Advertising. The writing skills learned in Mr. Casey's English class made the academic transition easy, while the Veterans Benefits Administration helped with the finances for this son of a deceased veteran.

Ball State had a nationally ranked volleyball program from 1969-1974, coached by Don Shondell. Being in good shape as a WCHS athlete in basketball, football, and track, Scott made the team. They went undefeated as freshmen and played Division I his other three years, finishing 3<sup>rd</sup> in the Division I National Championships all three years. Scott explains, “We were always the 4-seed coming from the Midwest against UCLA, UCSB, UCSD or Pepperdine, and never managed to get past them.”

Scott McCoy credits Shondell for teaching him discipline. He also fondly remembers BSU Journalism Department Chairman, Louis Inglehart. Scott says, "Inglehart was a big supporter and although my grades were just above average, he gave me confidence when he said that I was the type of person that will do well." Both men gave him letters of recommendation that he carried with him as he and some BSU Volleyball teammates decided to move to Los Angeles, to try for jobs with a new professional volleyball team.

David Wolper, executive producer of The Roots television series, and many others such as Willie Wonka, and The Making of the President series, was named the Executive Producer of the official 1972 Olympics film. Volleyball was the second highest rated sport in the televised Olympics coverage, even though the US did not have a team. Wolper saw an opportunity and gathered prominent stars from the entertainment industry to form a new professional volleyball league. Among them were Wilt "The Stilt" Chamberlain; Barry Gordy, Chairman of Motown records; and Barry Diller, Chairman of Paramount Pictures. Three of Scott McCoy's friends from the BSU volleyball team also made the new pro teams. With his letters of recommendation in hand from Don Shondell and Louis Inglehart, Scott was "hired" as a junior executive of the league. However there was no budget to pay staff. So he volunteered to work without pay for the first month of long, 14-hour days. Without an income, he slept in his car, used the office bathroom and the Santa Monica open gym locker rooms for shaving and cleaning up. He was grateful to be hired, and at the end of that scary first month, started getting full-time pay.

That first job provided incredible experience as he created marketing materials, helped write the statistics definitions and format, designed the forms and managed the collection of statistics, aggregated them into league and player standings and helped turn them into press releases for the media. As operations assistant for the Los Angeles and Southern California franchises, Scott helped with the organization and execution of the matches. Scott says, "Working with and becoming friends with the announcer for the LA franchise would later turn out to be a great blessing for my future."

It was an exciting time for a young, small-town Hoosier. The league had press parties with celebs including Diana Ross and Freddie Prince (who would bring in the press!) Three pro players secured an appearance on the Johnny Carson Show to promote the league. Scott McCoy was responsible for getting the volleyball equipment there and set up in time for rehearsal for their show. McCoy says, "The actual show was a hoot as Johnny went onto the mock court to have a volley and took a hard spike in a sensitive area!"

After their first season, investors exited the project and staff was not rehired, including Scott McCoy. He set about to sell ad space for an LA newspaper and for a magazine called "Modern Recording." But, remembering that his announcer friend from the IVA Los Angeles franchise was an account executive at the largest advertising agency in the west, he gave him a call. He got Scott an interview with the media director there and he was hired on the spot. "This was in the days of 'Mad Men' and they were terrific times," says Scott.

Over the next five years, McCoy moved up the ranks as a media planner/buyer and was able to take the lead in evaluating and purchasing advertising time on a brand new cable television 24-hour sports network called ESPN. It was a huge success. Because Scott was the first media planner in the 7<sup>th</sup> largest company in the world to do a big deal with a cable television network, he became the "cable television advertising specialist" for his company and provided evaluations and advice to the LA, San

Francisco and Chicago offices. McCoy was sent to conferences all over the country, seeing the likes of Boston, New York, and Dallas.

Always up for a challenge, Scott McCoy's ad agency was challenged by another agency to a coed softball game. Soon other ad agencies heard about the softball games and wanted to participate. The Commissioner of an existing Men's and Women's Softball League in LA called Scott to see if he would be Commissioner of a new Los Angeles Advertising Coed Softball League. He accepted and signed 12 different teams. The league grew, then expanded to other cities and is still going strong today.

About that time, a new cable television network was getting started. The format was for a 24-hour network that featured music videos and video jocks. MTV was born. They hired their advertising sales manager away from Rolling Stone Magazine, as he had connections with the record labels and the movie studios, who would be the main advertisers.

Then an interesting thing happened. Ted Turner called MTV. His network, CNN, had already been launched about a year earlier and was doing well. A competitor company formed by ABC Television and Westinghouse announced that they were going to start another news network called Satellite News Channel. This network would be different from CNN by updating the news headlines every 20 minutes. The mistake that Satellite News Channel made was to give Ted Turner a 9-month advanced notice. With CNN Headline News already set to be launched, Turner broke ground for the new broadcast facility. Within three months, the studios were built and staff hired. But Turner realized that the industry had a satellite problem. There was only one communications satellite at that time that was capable of retransmitting cable television networks and that one satellite had room to only transmit 24 channels. Only one of those channels was not in use, and MTV owned it.

Turner approached MTV to work a deal so that he could launch CNN Headline News before Satellite News Channel was able to launch. However, MTV needed quick access to national advertisers. Turner and MTV cut a deal where MTV would hire a new sales staff and take over the advertising sales for CNN and CNN Headline News. That was good news for Scott McCoy!

Having experience in cable television planning and buying experience using the Nielsen ratings and other television research and as the cable television specialist at the ad agency, Scott McCoy got a new job—MTV and CNN advertising sales! MTV's parent company, a joint venture of Warner communications and American Express called WASEC, wanted the just launched MTV to get access to the big advertisers and their agencies fast and combining with a more mature CNN provided the access, expense and entertainment budgets for ad sales and for Scott to accomplish this.

He says, "We would hire stretch limousines and take groups of potential clients to the Hollywood Bowl and the Universal Amphitheater to enjoy concerts. On-air contests would allow winners to fly to Los Angeles, be on MTV and participate in terrific events. My favorite contest was with Mattel who created one of the first electronic drums. The winners got multiple prizes and as the salesperson, I got to take them back stage with the progressive rock band, DEVO, to hang out for half an hour before the MTV concert."

Everyone was happy. Turner had defeated the ABC/Westinghouse group, bought SNC and shut it down, and got distribution time for CNN headline news. MTV also accomplished its goals, then negotiated the split up with CNN and allowed only two people to move over to CNN—a research person and Scott McCoy.

CNN hired Scott as VP Western Regional Sales Manager, resulting in a wonderful nine years of building the sales staff and traveling extensively in the western 13 states. But more interesting was the time Scott spent with Ted Turner. Ted believed in accompanying the sales personnel in making sales calls. He would travel regularly with Scott from LA to Orange County, CA, and San Francisco to make calls on Toyota, Levi's, Nissan, and other automotive clients.

Scott says, "Turner was very intense throughout the 1 ½ hour drive. He asked lots of questions and expected me to hand him a 3x5 card with all the data on the clients they were planning to meet." McCoy remembers Ted Turner once saying, "If I owe the bank \$20 million, I'm in trouble. If I owe the bank \$200 million, the bank is in trouble!"

Scott enjoyed seeing how CEO's of major companies, such as Apple, Clorox, Levi's, and Transamerica, interacted with Ted Turner in a small meeting setting. In a meeting he arranged with John Scully, Apple Computers CEO, Scott got quite a surprise. Scully said, "Ted, why should I advertise with you?" Ted turned to Scott and said, "Scott, tell him!"

Meeting celebrities was an interesting part of his job. Taking clients to the Larry King show allowed him to chat with several including Ronald Reagan. Reagan was pretty old by then and Scott was surprised that his voice and hands were so soft, not rugged as he'd expected. Other interactions were with Nancy Reagan, Sharon Stone and at a lunch with Larry King when Billy Crystal came by and chatted. Scott had occasions to chat with Walter Cronkite and John Kerry. "Cronkite", he says, "was serious and very nice. Kerry had giant hands and a vacant stare."

Eventually CNN transferred Scott to New York City as a VP Sales Manager, with a special assignment in Special Program Sales. The CNN editorial staff would research big stories to be aired, oftentimes of a controversial nature, but not reveal them to the advertising sales personnel until a week or two prior to airing. This made the advertising sales business difficult, since contracts are normally signed months in advance and the program content might be objectionable. But McCoy, now with salt and pepper hair, had very senior experience. They solved the challenge by allowing Scott to interact regularly with the executive producers for news, opinion, sports, and entertainment, and built their confidence to allow him inside information on program content so that he could complete the advertising contracts. Scott really enjoyed that!

Moving to New York City also gave Scott the opportunity to once again play volleyball, as there are multiple volleyball leagues in NYC. The largest league has 30 divisions of 10 teams each, over 3000 players, from beginners to advanced, including post-college players. Scott's 18 years in these leagues resulted in long-term friendships and important business relationships.

An additional pastime, as a result of his days in Chozun Ones, was playing the drums in Rock Bands. In NYC, he played with The Rolling Bones, a band made up of professionals in various industries. They were widely promoted and played lots of paying gigs. The Wall Street Journal did a story entitled "CEO's That Rock." The hook for the story was that James Dolan, CEO of Cablevision, was in a band, as well as the Rolling Bones drummer being a CEO of one of the top private equity firms in NYC. And there was Scott McCoy. When asked how much they were paid for performing at corporate parties or weddings, the number was exaggerated and printed in the Wall Street Journal. Scott says, "From that point we made more money from our hobby!" To this day, Scott tries to time his business trips to NYC to coincide with the band's gigs.

And his story continues. During the next couple of years, he took a job as VP Eastern Regional Manager at the Prevue Channel, which eventually became the TV Guide Channel. This job led to a great, memorable “press junket” for Scott. With 50 reporters present, the celebs were put through a grueling set of interviews. That day, Scott got to meet Halle Berry, Kurt Russell, John Leguizamo and Steven Seagal.

From there he moved on as Senior Vice President of Ad Sales for the Military Channel, located in Louisville, Kentucky, where a history and military buff had spent his life collecting raw war and military video footage and licensed the video footage to movie studios and documentaries for the History Channel. Military Channel used the library and launched Military with documentaries and movies, and made a concerted effort to find and video World War II veterans, in an effort to preserve their important stories.

At this point in his life, Scott began an even greater entrepreneurial phase. With the emerging technical automation occurring for advertising sales, he became Senior Vice President of AdOutlet, a company which produced an internet advertising sales and buying site similar to eBay. The new company flourished with \$1.3 billion in advertising inventory. But overall, the ad industry was not ready for online buying and selling just yet. Scott and his associates sold the company to a large media company who wanted to have the technology to use at a later date.

In another venture, Scott and a brilliant “PhD” from China teamed up to found a new technology company, DigiMeld, whose success resulted in reducing the cost of sending video over the internet by 98%. Scott, as CEO, raised 7 figures to start the company.

Then Scott developed a specialized calculator app, now being marketed as CPM Calculator Plus, that met a need specific to his years in advertising sales and marketing. The app has built-in formulas for the calculations specific to media companies. His Chinese friend had introduce him to a “coder;” Scott wrote the technical specs; and the coder created the app.

Then, McCoy launched Malachite Media, his own advertising sales and marketing consulting company. For the last 15 years, Malachite Media has served as an independent sales company to assist multiple start-up and early-stage media companies. His success has included a television network featuring CNN in the executive lounges of major airports, a television network at the major thoroughbred racetracks nationally, a 3D television network nationally within Pilot/Flying J Truck Stops, a couple of national cable television networks, and also a television network in the aisles of the 9<sup>th</sup> largest supermarket chain in the country.

Being an independent business owner allowed for a new interest to surface for Scott McCoy. When the planet Pluto was demoted by definition to a dwarf planet, Scott created a website “SavePluto.com.” He published a seriously-written explanation of the demotion that had unexpected results: he received a letter from the former head of NASA Space Exploration, also the head of the recent mission to Pluto (New Horizon Mission), thanking him for his stance on reinstating Pluto back to planet status. This man is leading the scientific community efforts to accomplish the same goal.

Scott McCoy says, “Owning my own business in later years has been a blessing in that I have had the freedom to move back to Winchester, Indiana, to help take care of my aging parents, Betty and Jim Krahulec. Since returning, I have not only been able to help them, but also to catch up with family and

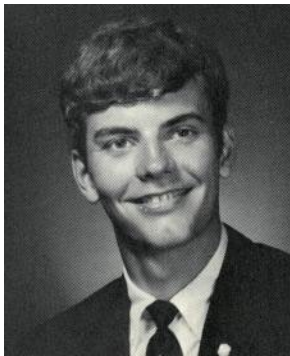
friends that I've missed for the past 40 years, and I got back into volleyball, this time as assistant coach at Driver Middle School in Winchester."

As Mr. Casey quoted Socrates, "The unexamined life is not worth living."

As Scott McCoy says, "My life has been pretty well examined!"

Scott McCoy is a Winchester Golden Graduate who has gone from Classmate to Class Act!

Scott McCoy in 1969



Scott McCoy today



Scott McCoy (right) with Larry King and Nancy Reagan



A young Scott McCoy, center, with progressive Rock Band, DEVO



Scott McCoy, President of DigiMeld, appearing on Fox News



Chozun Ones, Performing at the Beeson in the late 1960's

