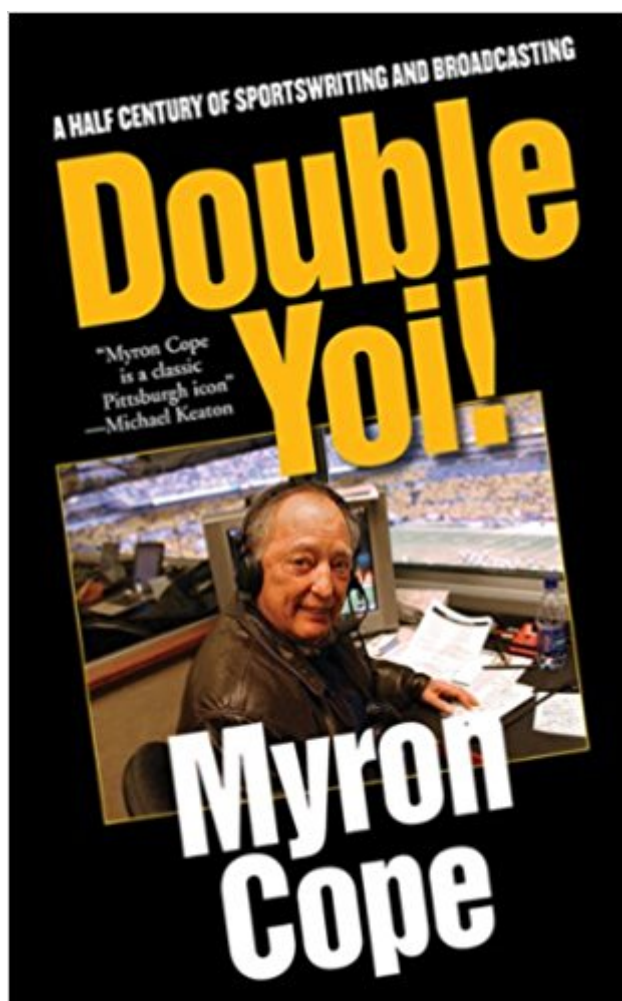




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# Double Yoi!: A Half-Century Of Sportswriting And Broadcasting



## Synopsis

This entertaining, revealing memoir of the Pittsburgh writer-turned-broadcaster recounts memories and behind-the-scenes stories from a career that can only be called truly special. No broadcaster has come even close to matching his stretch of 35 years as radio color analyst for an NFL team's games—in Cope's case, the six-time Super Bowl champion Pittsburgh Steelers. Here, Cope gives you insight into the performers who have inspired the Steelers Nation. Their path to the top is reflected in observations he offers with admiration, amusement, and blunt criticism. Seasoned with laugh-out-loud anecdotes and touching vignettes, *Double Yoi!* shares Cope's most personal moments, from labor pains in birthing the Terrible Towel to the reason behind his charity work with the physically and mentally afflicted—among them, his son Danny—to his emotional dedication to his late wife, Mildred, who died after a long battle with cancer. The author's most embarrassing moments, including getting the hook during his Pro Football Hall of Fame acceptance remarks, are here as well. Famed for his raspy voice and enthusiastic style, Myron Cope transcended mere broadcasting to become part of the Pittsburgh Steelers mythos. From firsthand experiences, Cope brings his takes on the famous, such as Terry Bradshaw, Muhammad Ali, the Dallas Cowboys, and Bill Cowher. Cope also explains how he helped John F. Kennedy become America's first Catholic President and how Frank Sinatra nearly cost him his job. *Double Yoi!* is the ultimate collector's item for the Pittsburgh-loyal and the standard for accomplished sportswriters nationwide.

## Book Information

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## Customer Reviews

Myron Cope (1929â€”2008) was for more than 30 years an official Pittsburgh legend, first appearing on radio station WTAE as a sports broadcaster, then television commentary for station WTAE-TV. He was the first pro football announcer inducted into the National Radio Hall of Fame, the only broadcaster appointed to the Pro Football Hall of Fame's Board of Selectors, and a recipient of the Pete Rozelle Radio-Television Award. Franco Harris was the No. 1 draft pick of the Pittsburgh Steelers in 1972. In thirteen pro seasons, he rushed for more than 12,000 yards and 91 touchdowns. He played in nine Pro Bowls, four Super Bowls (winning MVP honors in Super Bowl IX), and is perhaps best known for his game-winning immaculate Reception against the Oakland Raiders. He was inducted into the Pro Football Hall of Fame in 1990.

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