

SPORTS

COMING UP IN SPORTS

We continue profiling the greats of Gamecock football.
Next issue will feature Todd Ellis.gamecock
GREATSALEX RILEY
GIVES US A LOOK
BACK ON THE
MEN WHO HELPED
SHAPE THE USC
PROGRAM

The name Bob Fulton won't appear in many record books. He never threw a game-winning touchdown at Williams-Brice Stadium. He didn't hit a shot at the buzzer for a win in the Carolina Coliseum. Nor did he hit a shot in the gap to clinch a weekend series at the Sarge.

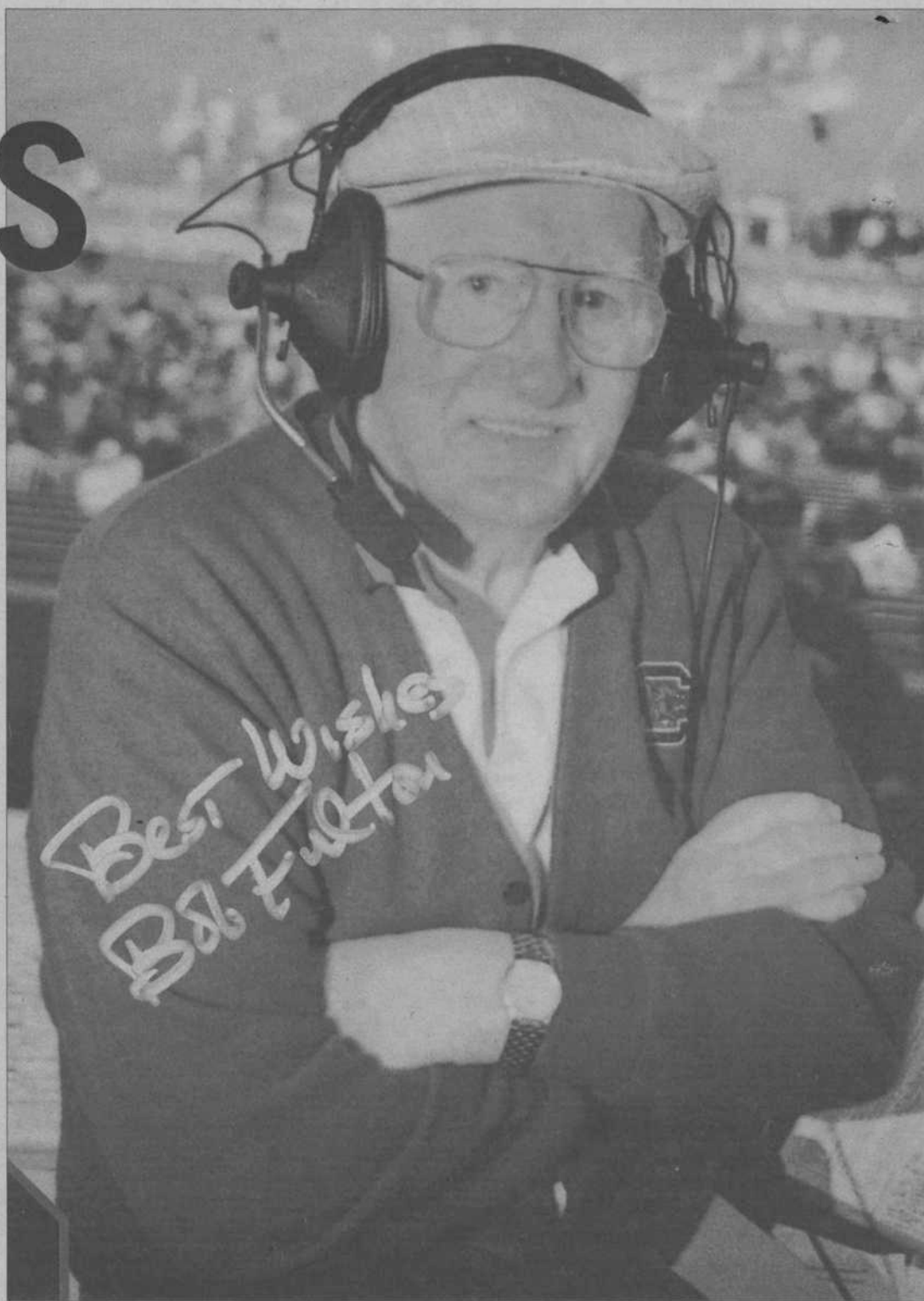
Instead, he made sure everyone knew who did.

For five decades, Bob Fulton was a staple in the ears of every Gamecock fan. The university went through nine football coaches, 10 basketball coaches, 13 athletic directors and nine school presidents during Fulton's tenure, but he remained the voice behind Gamecock sports.

Dan Barton, Fulton's longtime friend and co-author of his two books "Frank McGuire: The Life and Times of a Basketball Legend" and "Hi Everybody! This is Bob Fulton," called Fulton a "fixture" in Columbia, saying he became "a member of the family and one who achieved for Carolina in sportscasting the big-league status so fanatically pursued for the overall athletics program."

Long time Carolina analyst Tommy Suggs called Fulton "The Bear Bryant, the Arnold Palmer, the John Wooden of sports broadcasting — part of the history of the state."

Born in the suburbs of Philadelphia, Fulton's life started with a slight hitch to say the least.



Bob Fulton became the voice of Carolina football during his 53-year broadcast career. Fulton signed on with USC in 1967 and remained the university's sportscaster until he retired in 1994.

While his parents and the doctor managed to make it to the hospital, a severe snowstorm hindered the doctor from filing out a birth certificate.

"My 53-year broadcast career has provided millions of witnesses to the fact I was born, but I've never had a birth certificate to

prove it," Fulton said.

After traveling the Southeast as a radio announcer for numerous minor league baseball clubs, Fulton arrived in the Capital City in 1952 as the new announcer for the Columbia Reds. While announcing for the Reds, the station where Fulton was employed acquired the

rites to broadcast USC football games. When asked if he wanted to stay, he jumped at the opportunity to work in a small town with college and professional sports.

"Living in the same town for several years had its appeal, and I