



The Tony DURso Show

Friday at 2 PM Pacific

July 31st 2020: Gambling in Marketing & PR with Scott Cooley

Scott Cooley, founded Cool Media PR. He's a veteran of the sports media industry who has worked in journalism, public relations, digital content, marketing, promotions and more. Scott has worked in the gaming industry for more than 10 years. He has worked closely with sportsbooks to ensure odds are timely, consistent and publicized. Scott conceived a plethora of prop bets (wagers on markets outside of traditional game outcomes) that have become industry standard. His props and PR contributions have seen him featured in major media outlets such as the New York Times, NPR, Forbes, ESPN, FOX,

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Featured Guest



Scott Cooley

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