



## Title information



### Why Are We Always On Last?

Running Match of the Day and Other Adventures in TV and Football

By Paul Armstrong

### Key features

- Fascinating glimpse behind the scenes of one of the most iconic TV sports programmes
- Valuable chronicle of the changes seen in the television and football industries over 30 years
- Written by Paul Armstrong, respected BBC TV sports journalist and long-serving editor of *Match of the Day*
- A host of star anecdotes and inside stories from the worlds of football and TV, and foreword by Gary Lineker
- Colour photo section including action images and personal behind-the-scenes pictures to accompany the narrative
- Publicity campaign planned including radio, newspapers, websites and magazines

### Description

*Why Are We Always On Last? Running Match of the Day and Other Adventures in TV and Football* is a fly-on-the-wall account of Paul Armstrong's 30-year career working for BBC Sport. This included 15 years defending his running orders as editor of *Match of the Day*, Britain's favourite TV sports show – the high point of a lifetime immersed in sport, and football in particular. From a virtual BBC monopoly of sports coverage and working at the Hillsborough disaster, Paul steered the show into the era of Sky, social media and megaclubs. He takes us behind the scenes at *MOTD*, chronicling the joys and pressures of seven World Cups and live broadcasts of varying quality. He provides an honest and humorous account of the seismic changes he's seen both in broadcasting and the football industry. There are countless memorable anecdotes and inside stories of working with everyone from David Coleman and Brian Clough to Gary Lineker and Alan Shearer – all infused with a deadpan pessimism acquired during almost five decades following Middlesbrough.

### Details

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