

COLLEGE SPORTS & RADIO
BROADCASTING, 1912-1939

OVERVIEW

- MEDIA & SPORTS
- RADIO BROADCASTING
- TRANSFORMATION OF ELITE COMPETITIONS INTO COMMERCIAL ENTERTAINMENT FOR MASS CONSUMPTION

MEDIA & SPORTS

- 1870-1920 PRINT MEDIA DOMINANCE
- NEWSPAPERS REGULAR COVERAGE OF SPORTS EVENTS.
- SPORTS SECTION DEVELOPMENT
- READERSHIP & CIRCULATION LEVELS ASSOCIATED TO SPORTING EVENTS
- BOXING, BASEBALL, COLLEGE FOOTBALL
- NEW YORK GAZETTE, K. FOX
- NEW YORK JOURNAL, WILLIAM R. HEARST

MEDIA & SPORTS

- NEWSPAPERS CORPORATIONS TAKE ON SPORTS BASED ON:
- EVENT PREPARATION (“SELLING THE FIGHT”)
- EVENT DESCRIPTION (“BLOW BY BLOW”)
- EVENT ANALYSIS & CRITICISM
- EVENT SIGNIFICANCE
- EXPERTISE + HUMAN CONNECTION
- UNDERDOG PLOT STORY

MEDIA & SPORTS

- 1870-1920 NEWSPAPERS UNCONTESTED HEGEMONY ON PACKING SPORTS EVENTS FOR FANS.
- PRE-EVENT REPORT, FREE ADVERTISING
- “NEXT-MORNING” REPORT, FREE ADVERTISING FOR FUTURE SPORTS EVENTS.
- EXPERTISE “INSIDE-DOPE” FORMAT, PLUS “PERSONAL DRAMA”, STANDARD FEATURES

ELECTRONIC MEDIA-RADIO ERA

- ELECTRONIC MEDIA, UNWELCOMED TO SPORTS (BOTH COLLEGE AND PRO).
- INDIRECT SPECTATORSHIP, SEEN IN DIRECT CONFLICT WITH DIRECT ATTENDANCE AND GATE REVENUE.
- INDIRECT SPECTATORSHIP, CONSIDERED EQUAL IN SIZE AND SOCIO-DEMO PROFILE AS FANS WILLING TO PAY FOR THE TICKET.

ORIGINS

- 1912 RADIO BROADCASTING ACT: BROADCASTING LICENSES, TIME-LIMITS FOR BROADCASTING, WAVELENGTH DISTRIBUTION & ASSIGNMENT.
- 1912 UNIVERSITY OF MINNESOTA 9X1WLB BROADCASTS FOOTBALL GAME.
- 1916 PITTSBURGH: WESTINGHOUSE ENGINEER FRANK CONRAD GETS LICENSE FOR RADIO STATION, 8XK, WHICH STARTS BROADCASTING IN 1919.

RADIO BROADCAST

- 1920 WTAM COLLEGE STATION BROADCASTS TEXAS A & M FOOTBALL GAME “FIRST” EVER.
- 1921 KDKA BROADCAST PITT VS WEST VIRGINIA, FIRST GAME WITH A COMMERCIAL SPONSOR.
- 1922 OVER 70 UNIVERSITIES GET LICENSE TO CREATE RADIO STATIONS IN THE U.S.
- 1922 AT&T WEAFF STATION FIRST IN SELLING ADVERTISING TIME ON RADIO 10 MIN FOR \$100

RADIO BROADCAST

- 1922 CHICAGO-PRINCETON GAME BROADCAST TO NEW YORK CITY VIA PHONE LINES.
- 1922 PENN, CORNELL, NOTRE DAME, HARVARD, YALE, GAMES BROADCAST.
- 1924 WGN CHICAGO BROADCAST OF BIG TEN GAMES, PLUS USC, NEBRASKA AND PENN
- 1925 ROSE BOWL BROADCAST

RADIO BROADCAST

- 1925 ROSE BOWL, NOTRE DAME-USC, BROADCAST TO NEW YORK CITY.
- 1927 NBC COVERS ROSE BOWL
- 1927 CBS BIRTH IN NEW YORK
- 1927 JAZZ SINGER, DEMPSEY-TUNNEY 100 MILLION FANS MARK
- 1928 NBC COAST-TO-COAST NETWORK
- 1930 BBC BROADCASTS HARVARD-YALE GAME

RADIO & COLLEGE SPORTS

- 1930 EASTERN INTERCOLLEGIATE ASSOCIATION BANNED RADIO BROADCAST OF FOOTBALL GAMES.
- 1932 SOUTHERN CONFERENCE AND SOUTHWEST CONFERENCE JOINED THE BAN
- 1932 NCAA RULES “HOME RULE” STANDARD FOR BROADCASTING COLLEGE SPORTS
- 1932 NCAA DECLARES RADIO BROADCASTING “HURTING” FOOTBALL REVENUES

RADIO & COLLEGE SPORTS

- 1934 SOUTHERN CONFERENCE BANS ALL REGULAR SEASON FOOTBALL BROADCASTS
- 1934 UNIVERSITY OF MICHIGAN SELLS ITS FOOTBALL BROADCAST RIGHTS TO WWJ-DETROIT FOR \$20,000. CHEVROLET SPONSORS ALL THE TRANSMISSIONS.
- 1935 BIG TEN PLAN TO SELL FOOTBALL SEASON BROADCASTING RIGHTS FOR \$100,000

RADIO & COLLEGE SPORTS

- 1935 SOUTHERN CONFERENCE ALLOWS RADIO BROADCASTING AGAIN.
- 1936 ORANGE BOWL BROADCAST RIGHTS TO CBS FOR \$500.
- 1936 YALE UNIVERSITY SELLS ITS BROADCASTING RIGHTS FOR \$20,000
- 1936 DUKE-COLGATE GAME, FIRST BROADCAST COAST-TO-COAST EVER.
- 1936 NCAA DECLARES RADIO BROADCASTING RIGHTS PROPERTY OF UNIVERSITIES, NOT CONFERENCES

RADIO & SPORTS

- 1937 UNIVERSITY OF ILLINOIS VETOED BIG TEN PLAN TO SELL CONFERENCE BROADCASTING RIGHTS IN A SINGLE PACKAGE FOR \$100,000.
- 1939 FIRST COLLEGE TELECAST: PRINCETON VS. COLUMBIA BASEBALL GAME
- 1939 UNIVERSITY OF ILLINOIS ACCEPTS COMMERCIAL BROADCASTING OF FOOTBALL GAMES, BANNING IT FROM ALL OTHER SPORTS.

RADIO BROADCASTING IMPACT

- MULTIPLICATION EFFECT
- RADIO BROADCASTING REACHED MILLIONS OF AMERICAN HOUSEHOLDS, WHERE ENTIRE FAMILIES LISTENED TO SPORTING EVENTS.
- LOCAL & STATE & REGIONAL RADIO STATIONS BECAME THE IDEAL VENUE TO REACH MILLIONS BY CAPITALIZING ON REGIONAL, HISTORICAL AND CULTURAL DIFFERENCES

RADIO BROADCASTING

- CRUCIAL ROLE IN TURNING ELITE SPORTS COMPETITIONS INTO ENTERTAINMENT FOR MASS CONSUMPTION.
- SPECIALIZATION IN BROADCASTING ROLES
- PLAY-BY-PLAY GOLDEN THROAT ANNOUNCER
- “HOLY COW” GUY, OVER-THE-TOP, EXCESSIVE, HYPE-BUILDER. COLOR MAN.
- EXPERT “INSIDE SECRETS” COMMENTATOR, ANALYSIS, MODERATION, PROFESSORIAL.

RADIO BROADCASTING

- 1930S TRASCONTINENTAL NETWORK
- UNLIKE NEWSPAPER READERSHIP, DIRECTED AT THE HOUSEHOLD HEAD IN EACH FAMILY, RADIO BROADCASTING PROGRAMMING WAS TAYLORED FOR ENTIRE FAMILIES, GATHERED IN THEIR LIVING ROOM, TO LISTEN TO MUSIC, VARIETY AND SPORTS.
- MASS CONSUMPTION OF DIVERSE PROGRAMMING ANCHORED IN MUSIC & SPORTS.

RADIO BROADCASTING

- POPULARIZATION OF COLLEGE FOOTBALL
- SHAPING OF INTERCOLLEGIATE ATHLETIC EVENTS AS REPRESENTATIONS OF AMERICAN YOUTH, AMERICAN SPIRIT AND AMERICAN IDENTITIES.
- IDENTIFICATION OF COLLEGE TEAMS WITH REGIONS, CITIES, HISTORICAL EXPERIENCES AND CULTURAL DIFFERENCES.
- BOXING, BASEBALL & COLLEGE FOOTBALL.