A STUDY OF THE TECHNIQUES OF SPORTS TELECASTING

1951

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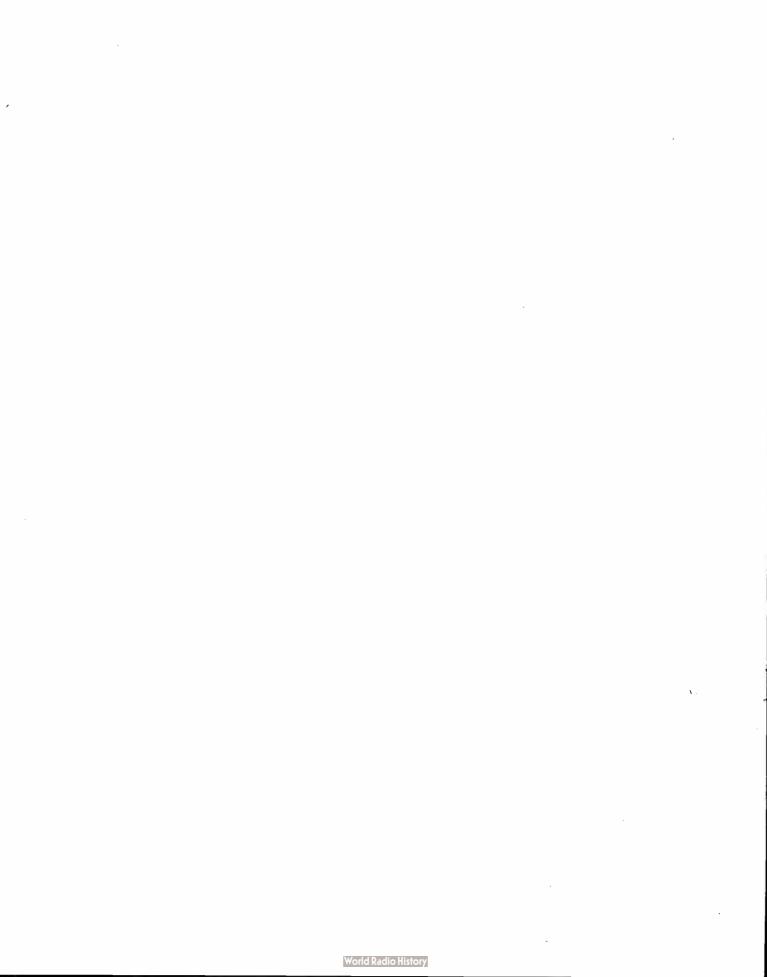


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CHAPTER I

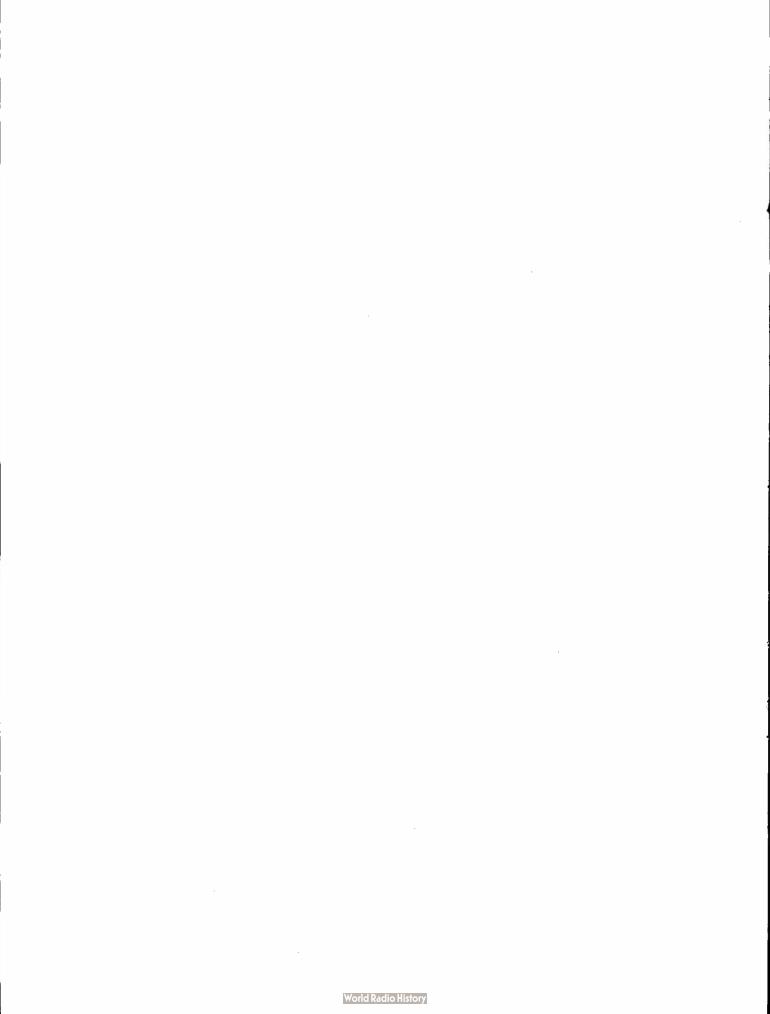
MISTORY OF THE TELECASTING OF SPORTS AND STATEMENT OF THE PROBLEM

Introduction. In any study about television perhaps the first thing to be done is to define the word television and tell where the word originated. Richard Rubbell tells us that after several weeks of searching, he found how and why the name was created.

... It apparently was coined in 1900 by a French librarian who was trying to detalogue some material on the electrical transmission of pictures—which was then called telescopy, electrical telescopy, or telectroscopy. This librarian concected the word 'television,' which we have adopted without the accent marks. Although it has been well publicised, it might be in order to note that the word 'television' comes from Latin and Greek roots, and means, literally, 'distant-seeing.'

Production (New York: Surrey Hill Books, Inc., 1948),

It seems quite interesting to note that such a great medium should derive its name in an unusual manner such as this. The creation of the name as told by Eubbell is being accepted because no other writer on television seems to offer any other origin of the word. As can be seen, the meanings of the Greek and Latin roots fit television as we know it today and will probably continue to fit even better. It is truly



"distant-seeing" when eitting before a set in Pittsburgh, a family sees wrestling bouts being held in Chicago, Illinois, verlety shows from New York, and Senste investigations taking place in Washington, D. C. Perhaps in the next few years this same family will watch scenes from all over the world.

Differing from the origin of the word, television, elmost every writer in the field has produced a definition. Butchinson in his book, <u>Here is Television</u> calls it, "The transmission of a succession of images and their reception in such a way as to give the impression of a continuous reproduction of a scene to a distant viewer. "E" William C.

Thomas II. Hutchinson, Here is Television (New York: Westings House, 1950), p. 365.

Eddy says, "Television is, in truth, a maiting pot of the sciences, the arts, and the populace." David Sarnoff,

William C. Eddy, Tolevision: The Even of Tomorrow (New York: Frentico Hell, Inc., 1945), p. vii.

Chairman of R. C. A's Board of Directors, has been connected with redio and television most of his life. He has been prominent in almost every important movement since radio began. About television he remarks,

We have learned to believe in the mirecles of science. Television is such a mirecle. But television, if it is to fulfill its highest purpose, must begin where science leaves off and help bring

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about new mirecles, not only in mechines but also in men-mirecles to which the hymen heart as well as the human mind must contribute.

Er. Lonox Lohr, President of the Hational Broadcasting
Company in 1940, defines television so, "... the instantaneous transmission of moving images containing sufficient
detail for entertainment or for informative purposes, the
whole being accomplished by electronic meens. "5 Royland

Bettinger, a writer on television techniques, classifies television as either a medium of communication or an entertainment medium. He goes on to say, however, that these are narrow terms, that it is a powerful sociological force. That, like radio, it goes into the home and thus into the heart of the nation. He mentions that it forms ettitudes, conditions thinking and establishes and nurtures oultural standards.

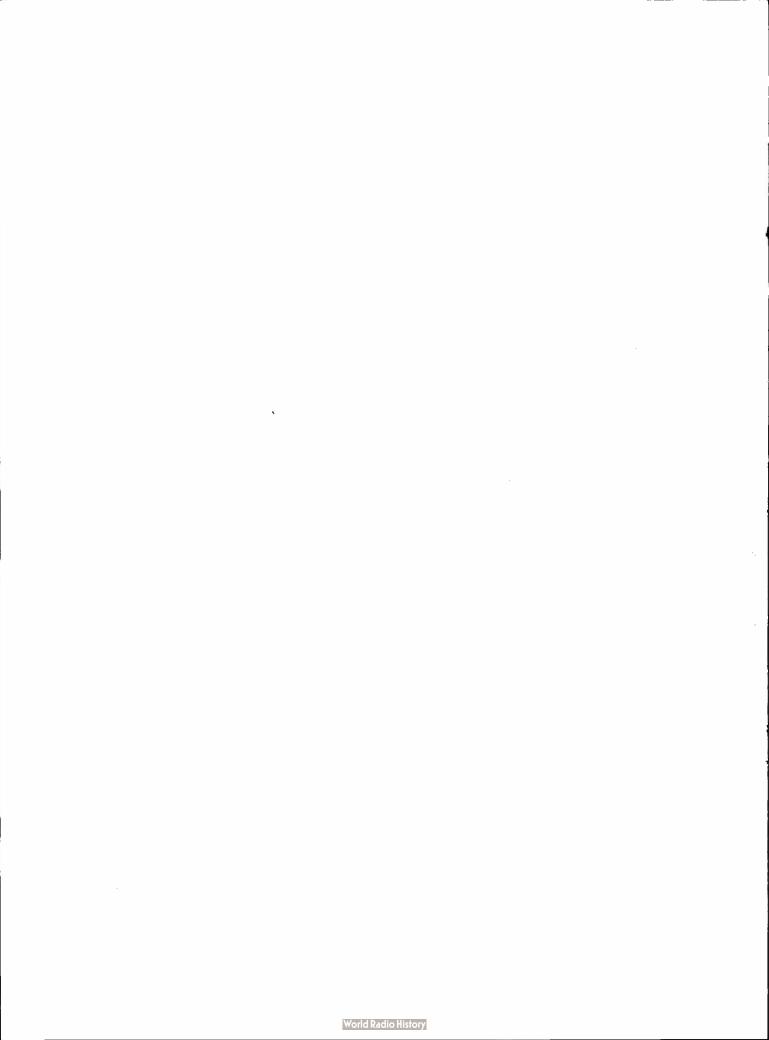
A Lenox R. Lohr, <u>Television Broadcesting</u>, (Hew York and London: McGres-Hill Book Company, Inc., 1940), p. xiv.

⁵ Ibld., p. 16.

⁶ Hoyland Bettinger, Television Techniques (New York and London: Rarper and Brothers, 1947), p. 11.

Leter, in his glossery of terms, he octually defines television as:

the transmission and reproduction of a view or seems, especially a view of persons or objects, by



eny device or apparatus that converts light rays into electrical impulses in such a way that they may be transmitted and then reconverted by a receiver into visible light rays forming a picture.

7 Ibid., p. 169.

Dumley calls to our ettention one of the more humorous ideas of what television is. He tells of Merconi having received a vest number of letters when he was credited with having developed a method of seeing by wireless. Meny of the letters were from older ledies who protested his destroying the privacy of the home. Merconi them said, "They seemed to think that I had invented an electric eye that would look through walls and mountains. That's what they understood to be television. I assured them that I had no such idea."

For the purposes of this study no such elaborate definition as any of the preceding is needed. It can merely be called the transmission of active pictures electronically.

I. HISTORY OF TELECASTING

In order to give the reader some beckground for this study, the first step will be to sketch a short history of telegrating, including events which led to television as it

Sorrin R. Dunlep, The Future of Television (New York and London: Herper and Brothers Publishers, 1942), p. 5.



is today. It can be easily imagined that a complete history would take several volumes in itself. The following will yield some of the important dates in television's gigantic growth.

Boat people think of television as being an idea that graw up during the mineteenth and twentieth centuries. This is not true. Several hundred years ago, even in Biblical times, people were interested in seeing beyond their "hori-con," It is just within the last few decades that this has become a reality instead of a dream.

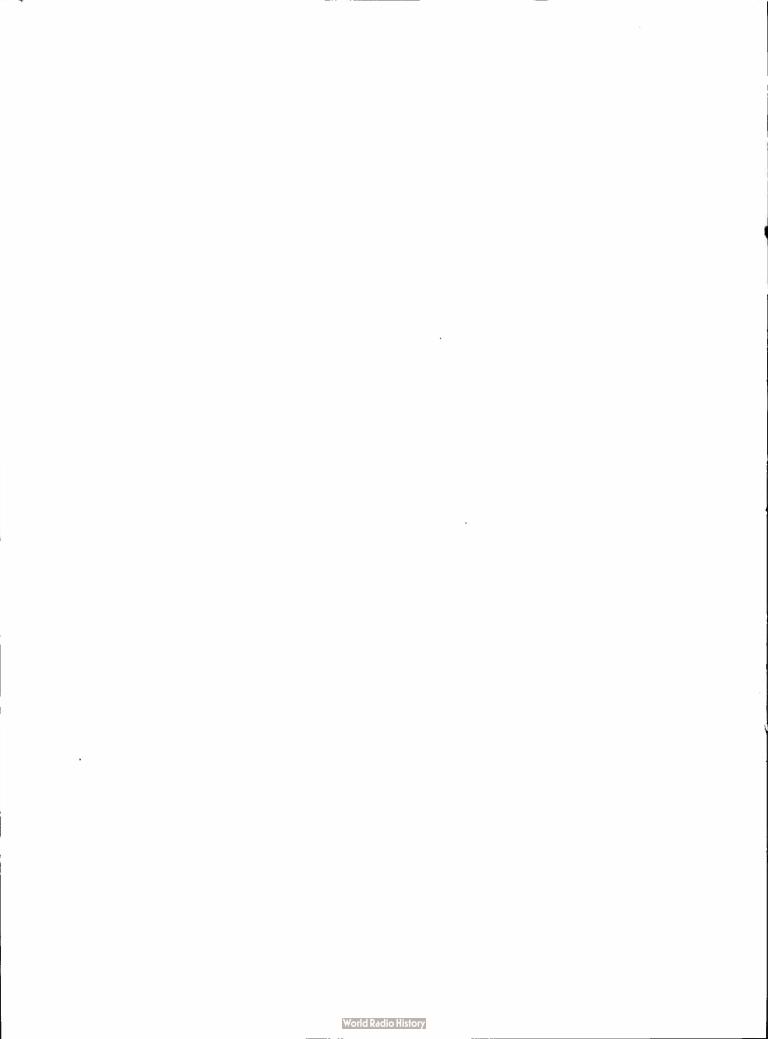
radio and television was book in 640 B. C. It was noticed that amber, after rubbed, would attract some light articles. This was the first discovery of frictional electricity. The word electricity was given, because the Greeks called amber "elektron." The summy luster of amber was the reason for the name. Thus, the first electricity was discovered.

Through the years men with great minds began to explore the mysteries of electricity. In 1650, a German, Otto von Guericke, invented the first frictional electric machine—the air pump. That was the beginning: From then until 1800 many discoveries were made and great men born—Benjamin Pranklin in 1706, Allesandro Volta in 1748, Samuel Horse in 1791, and kichael Paraday in 1791. Same of the discoveries were—Boyle noted that electrical attraction takes place in



s vacuum, Grey observed that electric forces could be carried about 1,000 feet using a heap line, the electrostatic condenser or leyden jer was discovered, Franklin proved lightening to be electricity by his kite experiment, and the voltate cell was invented in 1794. These discoveries, plus same other less important ones, made up the background for the tremendous stops taken during the nineteenth and first half of the twentieth centuries.

In 1801 electricity was put into practical use with the display of the carbon are light. Ohm gave us his law of resistance in 1825. The first "microphone" was made in 1827 by Charles Thestatone of England. It was a orude device that he developed to emplify weak sounds. Another greet practical development came forth in 1831 when Joseph Henry developed the first electric bell. During this period Samuel F. B. Korse had conceived the ides of the telograph and conducted many experiments using the telegraph. In March of 1848 the Congress of the United States appropriated to koree \$30,000 to erect a telegraph line from Washington to Beltimore. It was in the same year that Morse and Alfred H. Vell originated the Morse Code, used in communication for years to come. In the next year, 1844, the first telegraph line in the world was opened between Techington and Belticore with the facous message, "That hath God Frought?" These "rooring forties" produced two



of the best known mineteenth century inventors, Thomas Alva Edison and Alexander Oraham Bell. The years to follow were brightened by the experiments of these men.

After the "regring forties" progress toward radio cad telovision went by lamps and bounds. Dasigns were sent by telegraph es early as 1866. On August 16, 1866, Freeldont Buchenen and Queen Victoria oxchanged greatings via the first trans-Atlantic cable. Communication was expanding between continents as well as locally. Men began expertments with the wireless which was to be the forerunner of communication today. In direct relation to television, the photoglectric property of salenium was discovered by Joseph May. This was later to be used in tolevision tubes. Such great men es Pessenden, De Porest, Mcrooni, Bertz, Breyn. and Floming word born. The telephone was invented by Bell in 1875 and communication again jumped sheed. Sir William Crookes invented the Crookes tube and demonstrated the proportics of asthodo reys in 1878. This was a direct load toward television. Paul Nipkow came into the seems in 1884 with the television scanning disc. He received a German petent on Jenuary 6 of that year. Progress was being made toward making television a reality.

Other new appliances were needed, however, before the scenning disc could be put into use. In 1890 C. Frencis Jenkins began the needed search for these.



It was shortly after this, in 1895, that twenty-one year old Guglielmo Marconi smazed the world by sending and recolving the first wireless signals on his father's estate in Italy. This started an evalenche of experimentation all over the world. Marconi set a page too fast for most and led all of the way.

Four years later, in 1800, he sent his first signal across the English Chennel by wireless. Ships began to use the wireless for short distances. Companies were set up in England, the United States, and elsewhere to promote the use of wireless and to perfect it. Remember that this was still only sending signals.

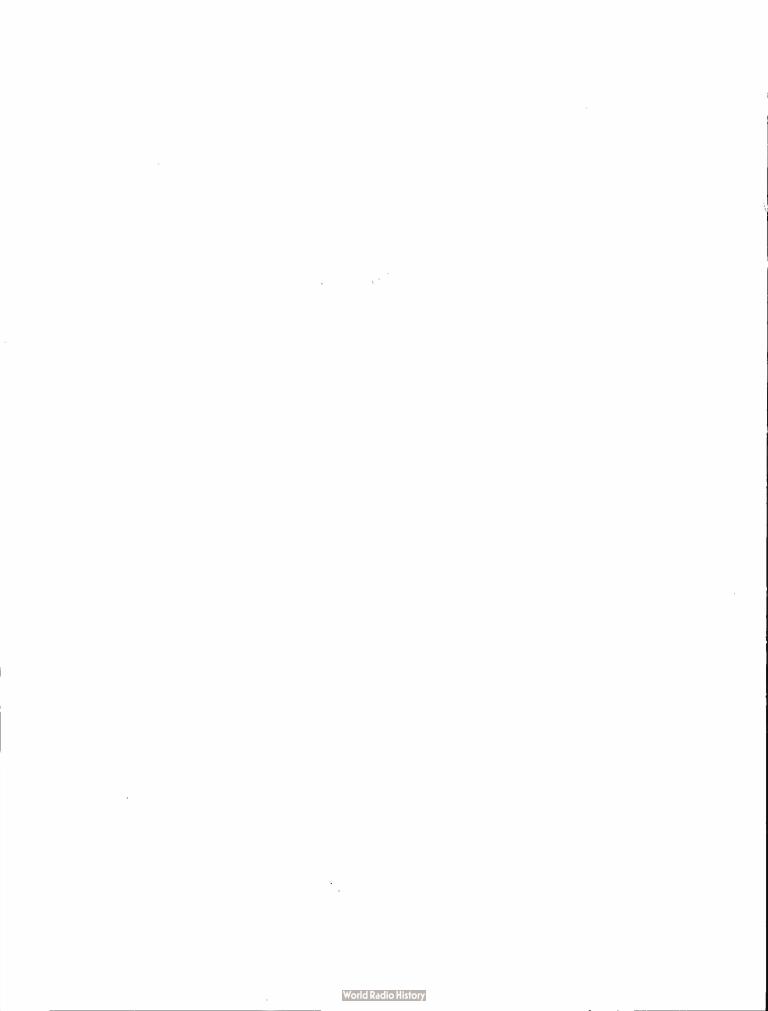
In December of 1900, Professor Reginald Fessenden transmitted the first speech by wireless at Cobb Island, Virginia. We used a spark transmitter to send this speech. The wireless continued to grow and in December of 1901 Marconi and two of his assistants received the first transstitute wireless signal at St. Johns, Newfoundland. The letter "a" was sent from a transmitter at Poldhu. Wireless was now secure, having saved passencers and crows from many occan dissters and even carrying the news of the assassination of Tabduke Francis, of Justic, along with other news of the outbrook of Corld War Cos.

A new strain was placed upon the scientists and experimenters in radio. The strain of war and perfecting new



developments for use in war zones and on battlefronts had erisen. It was during these pressing times that Marconi predicted a "visible telephone" by use of vireless and in fugust, 1915, David Sarmoff, one of our great names in radio and television, proposed the "radio music box" and outlined a system of public broadcasts. Ho was facistant Traffic Manager of the Marconi Wireless Telegraph Company at the time. Fe reposted his recommendation in a memorandum to the Vice-Freeldent and General Manager of the Company, E. J. Nelly, in September of 1916.

November of 1916 by De Forest. Election bulletins were picked up by marteurs within a two hundred mile radius. The same year, station 22K in New Rochelle, New York, started a regular one hour broadcast of music every night except Sunday from nine until ten o'clock. It was three years later that the first attempt was made to broadcast a president's voice. President Woodrow Wilson was returning from the Paris Posce Conference aboard the U. S. S. Deorge Washington. President Wilson made an address to the crew, but those listening from the shore could not beer his voice clearly. The same year the United States Signal Corps broadcast the first courch service from Trinity Church, Washington, D. C. Made in 1919, station ONK started private broadcasting as the pioneer station of the world. It was later to become station NDKA



and is located in Pittsburgh. In 1920 KUKA broadeset the Harding-Cox election returns and station SEK was opened by the Detroit News. This station later became NWJ. From 1920 on, broadeseting grow like a bad weed. Some of the time it was considered to be such a weed. All types and kinds of programs were sired locally and eventually in 1922 the first network broadeset took place.

In 1923 one of the most important patents effecting television was filed. It was for the iconoscope and was filed by its inventor, Dr. V. K. Zwerykin. In feet, Dr. Zwerykin had a complete television system working on sixty cycles. He demonstrated a rough pattern on the face of the cathode-ray tube and also demonstrated the kinescope picture tube that was part of the system.

Both John Beird in England and C. Francis Jankins were working on a machanical system at the same time. These systems put into use a machanical scanning disc and could produce only a low definition picture.

When, in January, Philo Fernsworth filed a patent for an electronic system of television, and wire television between techniquen, D. C. and New York was demonstrated by the Bell Telephone Laboratories. They also demonstrated television by radio using the same frequency for both picture and sound. The first transctionatic television appeared the next year



when Mrs. Mis Mowe, in London, was seen in Martsdale, New York. The was telegast by Baird's machanical scanning system.

In May of 1928 station TGY in Schenoctady, New York, started a regular program schedule. They had programs on the sir three days each week and on September 11, 1928, they telecast the first complete dramatic program. It was a one-cet melodrams called "The Queen's Messenger."

At this time elmost every corpony that manufactured electronic equipment was experimenting in the television field. All of the systems being used still employed some mechanical devices. Most of the pictures that were received were very small and quite crude. There were not more than sixty lines scanned in each picture. The cameras used for pick-ups were stationary, therefore the subject to be televised had to be brought to the camera. Nothing more than the head and shoulders of a person could be televised if an understandable picture was wanted. Obviously, such service could have little entertainment value. 10

⁹ Hutchinson, Cp. Cit., p. 342.

¹⁶ Lour, Op. Cit., p. 19.

On June 27, 1929, the first color television was demonstrated by the Bell Telephone Laboratories. It was done



by use of wires from one end of a room to the other. The picture was no larger than a postage stamp. November of the same year see Dr. Zworykin demonstrating his new kinescope or esthode-ray picture to the Institute of Radio Engineers. The meeting was held at bechester, New York. This tube was an improvement over Brown's crude cathode-ray tube. The system used one hundred and twenty line pictures instead of the usual sixty lines.

by the close of 1931, there were five experimental stations tolecosting. The five were General Electric in Schenectedy, R. S. C. (R. C. A.), C. S. C., Cimbel Brothers in New York, and Don Lee in Los Angeles. All of the stations used some variation of the mechanical scanning method and s one hundred and eighty line picture. The number of lines was finally reised to two hundred and forty, but this was the (ighest degree of picture definition over grined by the mechanical system.)

During this period of "feeling out" with the mechanical system, experimentation with an all electronic system was in full force. The iconoscope was in its first form and

¹¹ Futchinson, Op. Cit., p. 343.

had discontinued operations. It was obvious why their transmission stopped. The calling for their system had been reached.



being developed repidly by Zworykin. He already had his receiving tube, the kinescope, in working order. It had been used with mechanical ocanning devices. Another man, Philo T. Parnaworth, was also working on a camera tube which he called the "image dissector." During the whole of 1983 and 1934

12 Lohr, Op. Cit., p. 22.

television was conducted mostly in the laboratories of the verious companies and private individuals. The isomoscope and image dissector were developing for their future use. Their day had not yet come.

The Tolovision Committee of the British Covernment in February of 1935, suggested that a short wave television system be established as a public service. They had investigated many systems and in 1936 on all-electronic system began a regular schedule of telecasting. The period of programs was not long, but it was regular. The first year the telecasts coming from Alexandra Palace in London were from nine to ten in the morning and from three to four in the afternoon. This did not include Sundays.

In the United States more expanding was taking place.

R. C. A. had announced plans in 1935 to spend a million

dollars on some television field tests. Different sized

screens and different plak-ups were being demonstrated. The

first cosmicl cable between New York and Philadelphia was



opened for tests by the Bell Telephone Leborstories. The estimated cost of this line was five hundred thousand dollars. The Don Lee Broadcasting System started public exhibitions of television. On June 23, 1936, the Federal Communications Commission started to hold hearings on the future of television and ultra-short waves. R. C. 4.'s million dollar test started from on top of the Empire State Building.

The year 1937 devened with many sevences in television. Some of these were the one hundred and forty-one
line television by Philos, invention of the electron projection gun for scanning by Zworykin, and the appearance of
the N. B. C. mobile television unit on the streets of New
York for the first time. Along with continued tests and
experiments in 1938, great public interest in television
was eroused when David Sarnoff, the President of the Radio
Corporation of merice, ennounced that television receiving
sets would go on sale to the public at the opening of the
New York World's Feir, April 30, 1939.

Most writers consider the real starting point for television in the United States to be in 1939 when telecesting began in samest. Regular schedules were started in New York by N. B. C., in Chicago by Zenith, and in Los Angeles by Don Lee. Sets went on sale to the public at the World's Fair and public demonstrations were given. The industry



that was starting out was just a child, but it was already starting to walk. It was not a one man invention. It was produced by putting together the discoveries and experiments of hundreds of man.

Finally, in July of 1941, commercial television on a 525 line basis was given the go sheed sign by the Federal Communications Commission. There were twenty-one stations licensed in the country, but not all were operating. Things went smoothly for a while and then it happened—Feerl Herborg What would happen to television now? Butchinson says,

We one knew exactly how our entry into the war would effect television but they soon found out. first the possibilities of the medium as an eld in training air raid groups and other civilian war workers was utilized, but the war soon began to make invosde in technical personnal and equipment. In Jenurry, Zenith discontinued their broadcesting operations. In June, C. B. A. reduced their progress schedule to four hours per week, while Du Hont insugurated a regular weekly service. In September, Television Productions began operations in Hollywood and two months later C. B. S. discontinued service altogether. In pril of 1948 a policy of secepting commercial programs produced by advertising agencies for broadcesting was insugurated by General Slectric and in May the seme policy was decided on by Du Mont. 13

¹⁸ outchinson, Op. Cit., p. 348.

The situation was really at low obb. Old receiving sets were wearing out, and no new ones were being built. Anything that was being produced was sent to the armed forces. The industry needed help on future plans. Finally, the Radio



findings to the F. C. C. in 1944 and steps were taken for a cooperative broadcasting schedule. C. D. F. returned to the sir and for the remainder of 1944, 1945 and 1946 programs were broadcast every night of the week by one of the three stations that was operating in New York City.

After the war was ended, television again started to grow. New cameres, new tubes, and scores of other new inventions pushed it aboad at a fantastic rate. In truth, the television age had started. Pets were manufactured in meds quantities and the American public retired to their living rooms to watch the growth of this new "toy." The public now had the wish of hundreds of years -- to see beyond the horizon. But no sooner did the public get their wish until they begon to squad for color television. That called for the scientists to rasin pick up their tools and stort experimenting. This they did and in the near future it is boped the public will be oble to sit in their armchairs and see the color of a besutiful sunset hundreds of miles every as essily as they could by looking out their own windows. That the future bolds for television cannot be seid. It can be said, however, that its future is great. No matter what slove it up or hampers it slong the road, nothing orn stop it or push it backwards.



II. BACKGROUND AND HISTORY OF REDIC SPORTS

Redlo eports have been a popular pastime with the American people for a great many years. Many listen regularly to scheduled games and events. In fact, some of the largest redio midiences are those listening to popular sporting events. The first sport to be broadcast by radio was a boxing contest between Johnny Rey and Johnny Dundee in Pittsburgh's Motor Squere Gerden. The time was April 11, 1921. just five months efter the Hording-Cox election returns were broadcast by the seme station, KDEA. Three months later the Dempsoy-Corpentier fight was broadcast by TIY with a transmitter in a railroad terminal at Hobokan, New Jersey. The bout took place in Jersey City, New Jorsey, and was ennounced by Major J. Indrew White. These first two boxing exhibitions created such public interest that almost every storting at: tion had some sports brondesting in its program schodule.

"firsts" in sports broadcasting. Number one was the first radio broadcast of tennis. It featured the Devis Cup matches being held at the Allegbeny Country Club, Sawickley, Fernaylvanis. On August fifth, it was a National Longue baseball game being broadcast for the first time. For the baseball game, a wire joined the station with the bell park.



On October of 1921, a new station, #JZ, opened in Newerk,

New Jersey. It was the first station to officially open in

the New York metropolitan area. Its first program contained
bulleting from the World Series.

Sporting events have played on important part in the development of redio. They incressed the popularity by incrossing the number of listeners. Many stey-at-home fone bagen to depend upon redio to bring the contests to them, The invelid was pleased at the coming of these events into his living room. The first radio network broadcast with PJZ. New York and WOY, Echenectady, was the Forld Series on October 27, 1922. The next day, October 28, WE/F in New York broadcast the Frinceton-Chicage football game from Chicago. It was the first field broadcast to use long lines. On July 12, 1928, the redic audience heard Firpo defeat Willerd in a heavyweight fight broadcast from Jorsey City by WEAF. Now York. In the second round of a fight broadcast by WJZ on September 14, Dempsey best Pirpo. The 1925 World Sories between the New York Yenkees and the New York Clants was done by Graham McNemee over station WEAF. On the initiel E. B. C. comet-to-comet hook-up in 1927, the football game from the Rose Bowl was heard. From 1927 until today the broadcasting of all sports has become a parmenent part of progress schedules all over the country. Redio has built up many of the sports and they have helped to build radio.



the job because they could ad lib well. They soon found that ad libbing was not the only quality they needed. In fact, scretimes the facts of the game suffered because of the amouncer's fluid description. Some special methods have been set up by the sportscaster. He now uses "spotters" to help his follow the action in basketbell, hockey, football and sometimes for basebell. Along with "spotters" a "spotting board" was developed. This is a simple card or roller to enable the play-by-play amnouncer to get information quickly. A great deal of information must be gathered before broadcast time for most sports. It is this preparation before the game that is of prime importance. In speaking about the week before a football game, Hel Allen says,

It's like boning for an exem, learning to resociate a player's need with his number until it's alrest automatic. Also in advance of the game, I'll secure offensive diagrams from the various coaches in order to tell where men are likely to play in certain situations. This is not to diamiss defensive play entirely, but the announcer, in a sense, is always on the offensive. This is natural because to the listener, advancing is the big thing. People are not too concerned with who makes the tackle until after the play is run. They are concerned with who have got the ball, where help going, how far he went, and who blocks for him.

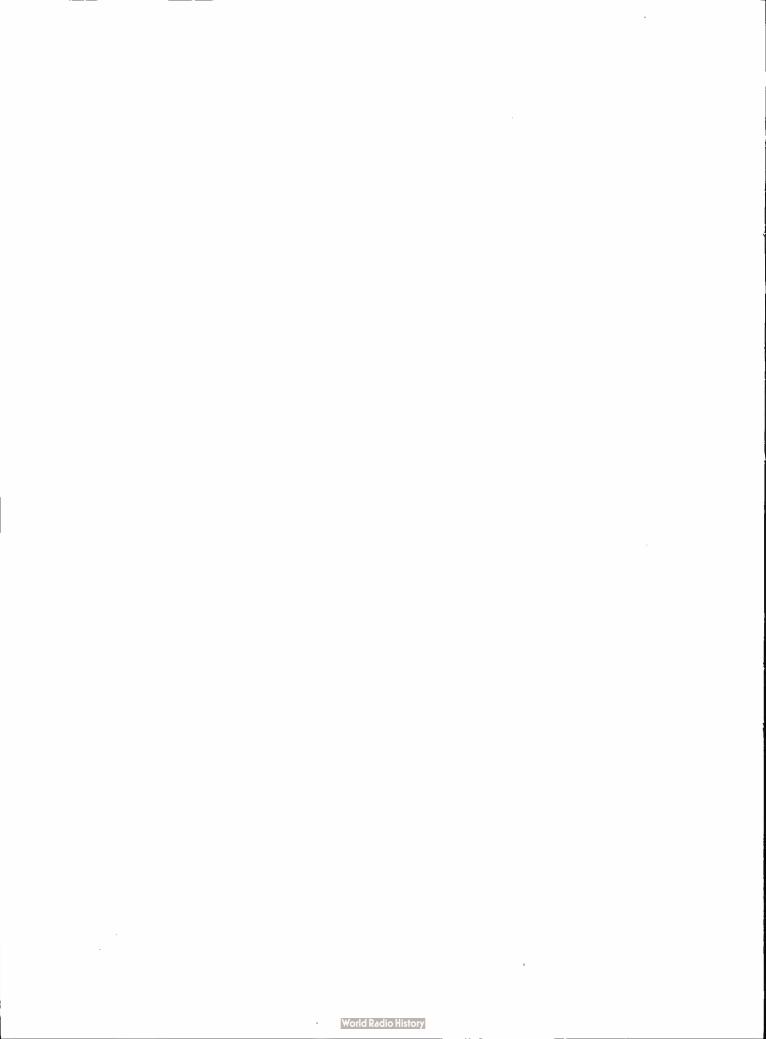
Olrand Chaster and Garnet R. Carrison, Radio and Television (New York: Oppleton-Century-Crofts, Inc.), p. 347.



Some sportscasters have made a name for themselves because of their favoritism toward their home tesm. Generally, this is not a good quality to have. One well known example of favoritism is Bosy Fosewell who does the broadcasts of the Fittsburgh Firster in the National Lesgue.

Host noted sportscenters agree that it is necessary to learn the terms or vocabulary of the sport to be broadest. The listeners will be people who follow that particular sport, and they will be familiar with the popular terms and expect them to be used. In a thesis for the Pennsylvania at the College, Milton Bergstein sets up a list of principles that apply to general sports broadcasting. They are:

- The sports broaderster must mester the sbility to speak quickly enough to stay speed of the setion without slighting enunciation or clarity.
- 2. The sports broades ter must occuire a complete vocabulary of words, expressions, and terms which are applicable to the particular aport he is broadcasting.
- 3. The eports broadcaster must be completely familisr with the official rules of the sports which he hopes to broadcest.
- 4. The sports broadcaster must reslize the importance of meintrining friendly relations with school officials, coscher, and game officials.
- 5. The sports broadcaster must devote as much time as possible to pro-broadcast preparation.
- 6. The sports broadcaster must realize that his pre-broadcast preparation will depend, largely, upon the conditions under which he will be broadcasting.



7. The sports broadcarter should pass slong decisions of officials with no comment as to their accuracy or fairness.

Milton Jerome Bergstein, "A Study of the Techniques and Principles of Redio Broadcasting of Sports," (Unpublished Moster's Thesis, The Pennsylvenia State College, State College, 1950), p. 89.

Listeners usually fail to realize that the beginner in sports broadcasting has a lard road to travel. The season in most sports, especially on a local basis, is so short that he is just getting "warmed up" to the job when the schedule is finished. The next year, then, shows a drop in perfection from the last game of the season before, but the broadcaster soon gets back to the level of the year before and progresses farther on toward a better broadcast. Talter "Red" Barber, sports director of G. B. S., and broadcaster of the Brooklyn Dodger baseball games, gives a word of advice to the sportscarter: "Nost mistakes came from carelessness, a momentary track in concentration. The first ersential is complete concentration on your play-by-play assignment." 16

¹⁶ Chester end Ge**rrison, Op. Cit., p. 350.**

be at sed. One of the important things the announcer



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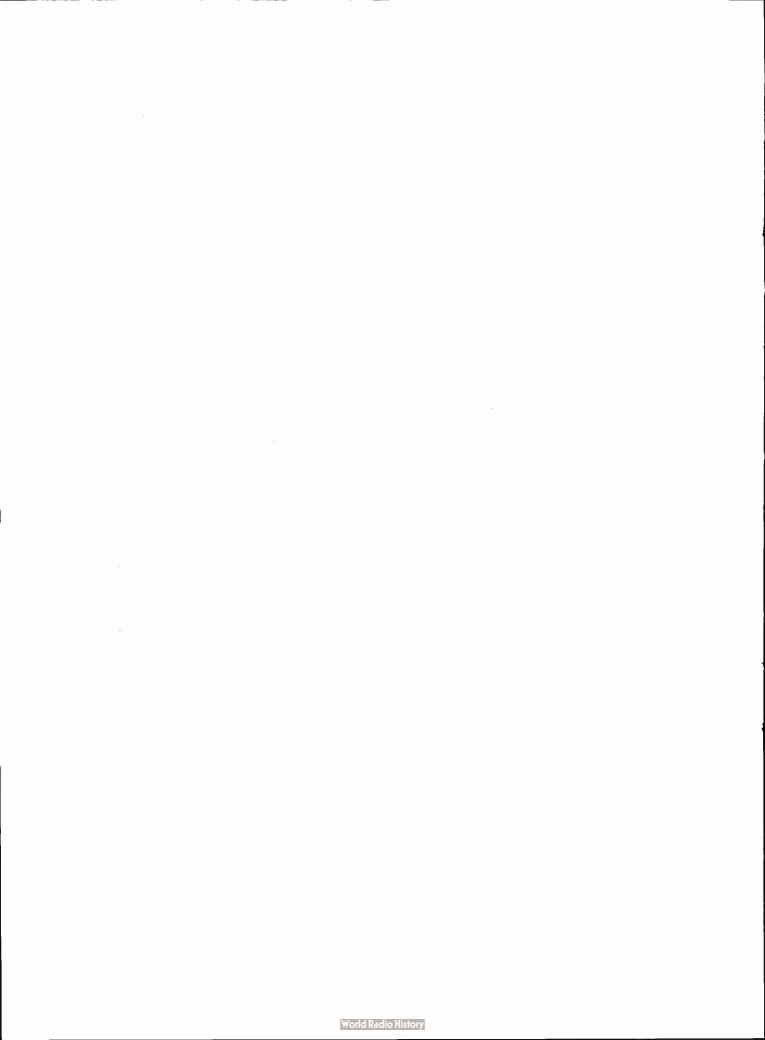
time during the contest. Wen when the gome is running at a slow pace. the sportscriter must be seppy and full of interest, expecting the oction to start egain any accord. The amounter must be specific! This mesns do not dress up the oction to be what it is not. In sports broadcasting the listener can always pick out a phony. It is only fair to the listener to give him a true picture of the action. the sports ennouncer is roally interested in the sport he is broadcasting, he should have little trouble keeping interest in his voice. The interest will be there without ony forcing or felsifying. All sports should be exciting to the listener at home. The fret that the unexpected may happen at any time during the contest helps to create this excitement. It must be shown in the amouncer's voice too. He is the reporter of the event and should try to bring it to the audience so they ploture themselves watching the event. It is not the sports announces who is the ster of the broadcast, but the sport itself.

of the twentieth century as a big business. Its growth and popularity have been tremendous since its beginning at HDRA in 1921. Almost every conceivable sport has been broadcast at one time or another and the advertising rights for major sport broadcasts have been in the bundreds of thousands of dollars. It can actually be said that as far as radio goes, sport's the thing.



III. BACKGROUND AND HISTORY OF TELEVISION SPORTS

In television, sports usually come under the beeding of news or special events. They are considered to be one of the best drawing oards that television holds. When television opened its regular program service in April of 1939, it was faced with a great problem. The new medium was here and the public was ready to accept it. but what type of programe would be sired to fill up the schedule? One of the solutions was the telecesting of sports. Just twenty days efter the opening of the borld's Feir and the opening of reguler television schedules, the first sport was telecest. This was on May 17, 1939 and was telecast by N. H. C. sport was the great American game of baseball between Columbia and Princeton. It was a ten inning game and Frinceton defected Columbia, the final score being two to This first sportsonet used the television ecmerse for two hours and fifteen minutes, and only one comera was used at Baker Field. (fter the game got under wey, it was realized that one occurs could never cover all of the action in s besetell game. During this same the players looked like white dots moving around on the television screen. players could not be identified and the viewers could not toll the difference between the two terms. The bol could only be seen on plays in the infield such as bunts close to



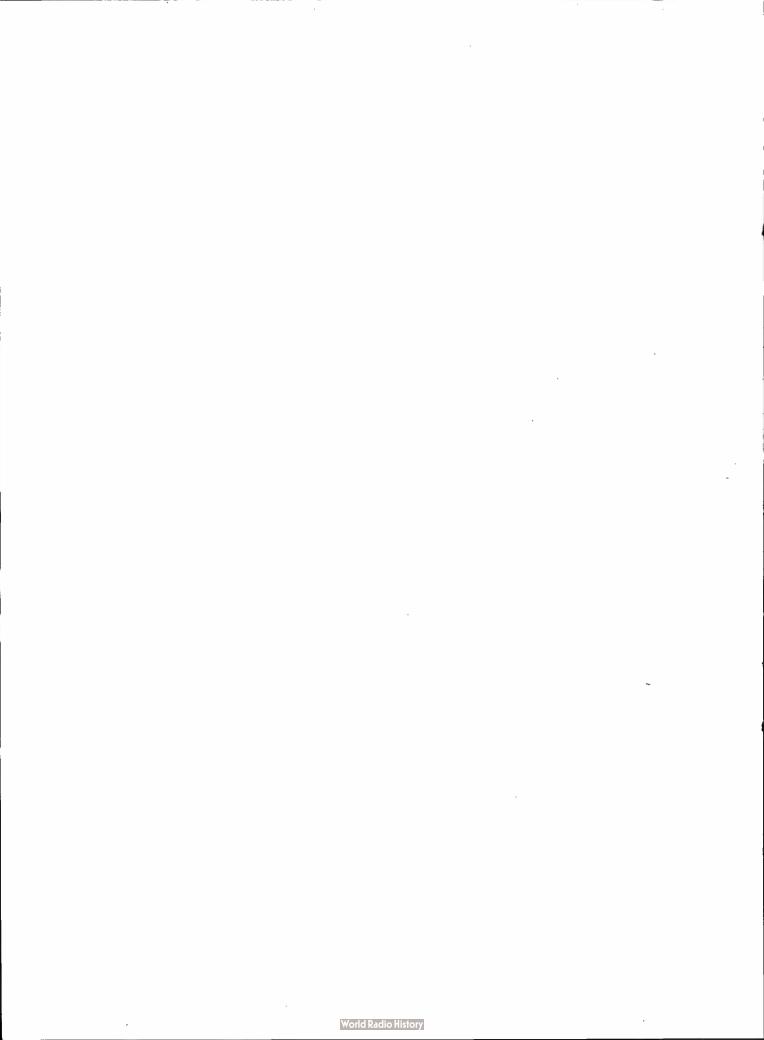
the camers. It was the announcer who saved the telecast from being a complete flop. To had to describe the ration and name each player. The umpire was heard most of the time, but the announcer repeated the balls and strikes so that the audience was certain to hear them. It was found that even when the eye sees what is going on in the rame, it needs same added description to make the picture complete. Not everyone who views the game is a regular fam. They do not know the terms used to describe the ration or how certain plays work. These can be explained by the announcer. The general public does not know the statistics on each individual player so the announcer can supply this information. The of these points were handled very well by the announcer in the first telegast of beschail. He made the telegast a success.

Just three days later, on May 20, 1939, N. B. C. lended enother television first when they telecast the six-day bicycle race at Madison Square Garden. For this television broadcast, N. B. C. used regular telephone cable pairs for the local pick-up from the "Gardens."

It must be remembered that during this time England were busy too. They had been offering a regular program schedule since 1936. Many types of programs had been viewed by the public in Great British. On May 24, 1939, they added sports to their list of programswhen they televised the English Derby. The telecast was sent to treatree in Tondon

who produced the image on a screen fifteen by twenty feet, The odmission price was \$2.50 and each theatre was proked with viewers. If the thestre wished to re-brondest the teleorst, the rights cost (1750 for each theetre. This telecast was so successful that the British Broadcasting Corporation introduced sports guite regularly on their programs. The next two to be telegrat were tennie and the exford-Combridge boot races. The reader must remember, however, that the British system for television, just like their radio system, is not a commercial system of free enterprise like in the United States. The British Brookcasting Corporation is the only organization that has the right to broadcast or televise enything at all other than experimentally. The revenue for support of this system is by a tex, rather than the comportal dystem used in the United Lates.

Each in the United States, N. B. C.'s perade of firsts in sports television was still growing. On June), 1939, the noted fight commentator, Sam Tsub, through the facilities of N. B. C. television sutherized by fight promoter, Esk Jacobs, brought to the video public the first prize fight to be telecest. Two California heavyweights, hax Boar and Lou Nove, bettled through eleven fast rounds; Bove emerged the victor. Nex Boar left the ring at Yankoo Stadium besten and bettered from the event. Only one capara



were used for the telecast. This cemera, though, was enough to enable the viewers to feel they were sitting in a ringside sest. Dunlap describes it as:

tivity that showed puffed lipe, a reddening nose, swelling eyes, lecorations and bruises. The messiness of pugilism was rissing, but television showed regging legs, tiring area, swings that missed, and slame that bit the target. In extra camers or two for close-ups from different angles, was all that was needed as a touch of perfection.

ne week after the Nove-Beer fight telecast, the R. C. A. Lebersteries introduced semething new in television that was to make a great improvement in aports telecasting. The new discovery was the improved comers called the "Orthicon." This camers gave clarity and depth to the pictures. It was about four times as sensitive to light as the isomoscope comers. Outdoor pick-ups were improved by more than one hundred per cent. At the same time the leases on the existing comers were revemped and closeup shots were now able to be to on from the regular shot distance. Both of these improvements aided in bettering the television broadcasts of sports.

During this same period, the Columbia Broadcasting

System, with their large studies in the Grand Control Terminal

was experimenting with boxing telecrats. They set up on

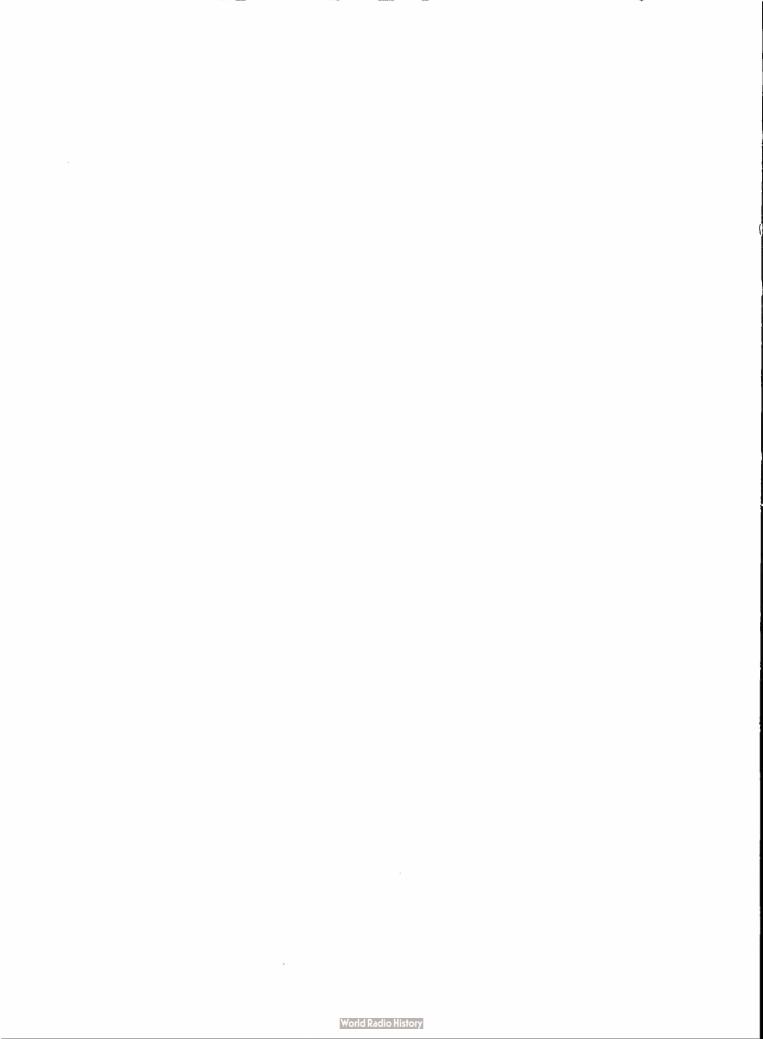
¹⁷ Dunlep, Op. Cit., p. 140.



minetion. The results were very good. They he dest up an experimental studie in which everything could be controlled but the action of the fighters. Lighting could be kept at a cortain level, the espera could move any way that seemed best, and even the sudience was controlled. The camera shots held a great dock more interest because of the mobility of the camera. Closer shots could be obtained without having to move rows of high priced seats. These experiments were so successful that the possibility of helding boxing contacts in studies seemed very fessible. The reason that stopped this, of course, was the larger crowds wanted by the promoter.

After the many comers improvements had been completed, N. C. '.'s mobile unit again went to a besebell game. This time it was a big-league bell game between the Brooklyn Lodgers and the Cincinnati Reds at Edbetz Field. The game was on August 26, 1939. A new type lens and two cameras were used. This time the players could be seen and recognised. The ball could be followed no matter whether it was a pitch, line drive, or a slow roller to the pitcher. The viewer, watching in his living room, and a better picture of the ball game than the two dollar and forty cent seat. We had a much more intimate picture of the whole contest.

The first footbell seme was telegrat by N. B. C. on September 30, 1939. This ran H. B. C.'s list of firsts in

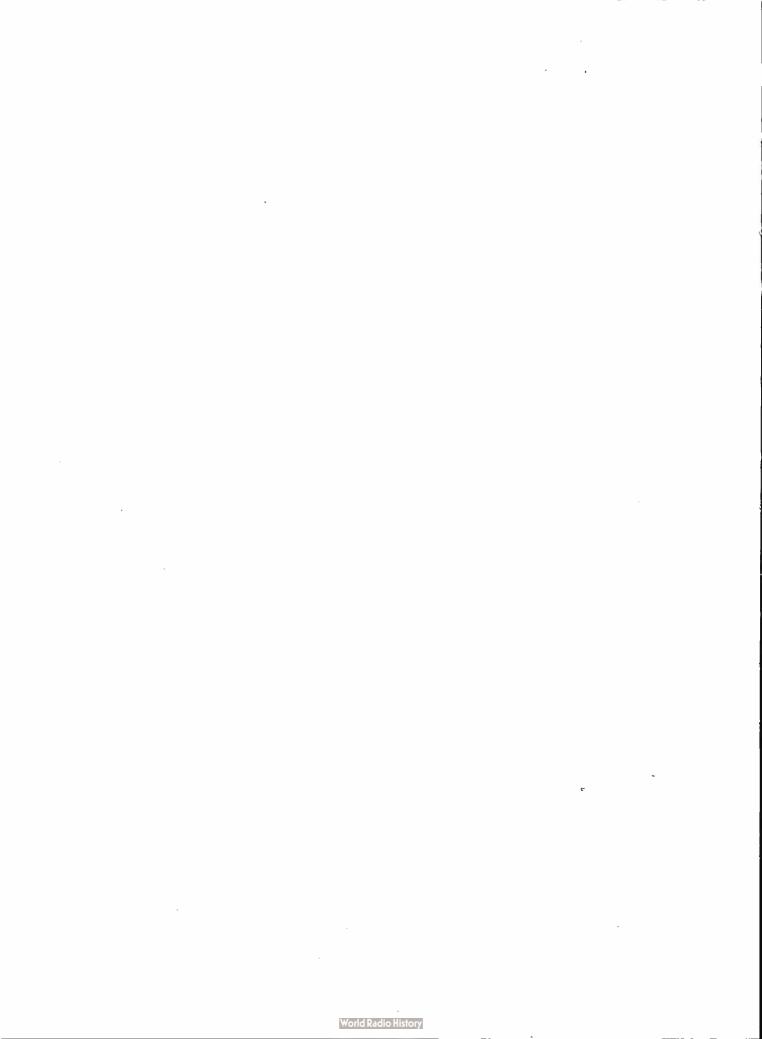


and Esympathing at Rendell's Island Stadium in New York City.

The telecast of this gridinen engagement started an evaluable of football games in the next few years until now, during the football season, almost every station carries a faturday afternoon game. N. B. C. found football to be even a little essier than beseball to televise. The ball moves more slowly than the baseball and is larger, thus, easier to follow with the camers. Since the football does move slower, a close-up shot can also be obtained more essily. The first football telecast used two cameras. One was placed on the forty yard line and the other was on the rim of the stadium for long, everall shots. This system covered the field fairly well.

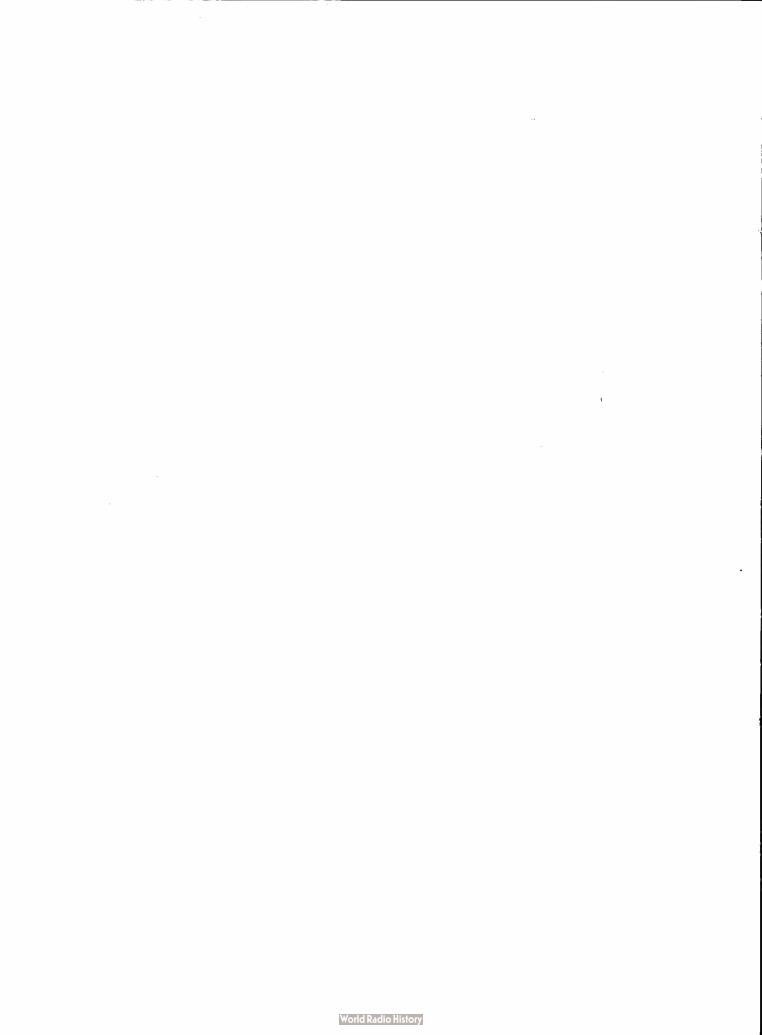
Naturally, the more cameras there are, the better the tele-cast will be. This is up to a certain number, of course.

The fact is reclized that, if ten a are going to be televised, they will have to adjust their uniforms for the television viewer, until color television is brought into the picture. The essers makes only a slight difference between colors. Blue, black, and brown look the same to the viewer, as do red, mercon and orange. Per aps jerseys could be in checks or stripes or even black and white. In wide difference in shading or design would be sufficient to help the sudience differentiate between the two terms.



between the Rengers and the Consdiens was presented on Pebruary 25, 1040, from the Medison Scuare Garden. In the bookey
telecast, the comercmen really not a workout. The puck
moved so cuickly along the ice that the full strention was
required of the comercmen at all times. Often it was even
a strenuous physical job to keep the comerce moving. The
wide-angle lens was used almost all of the time. Things
moved too repidly for a close-up lens to pick up much. The
only chance for using a close-up lens in the first telecast,
was during plays close to the goal. Even with many difficulties, beckey was a well received addition to the talevision sports parade.

Three mights later, on February 28, 1760, the first televist of basketball was sent to the receiving cets in the New York eres. The games from Medison Square Garden, Fittaburgh vs. Fordier, and the New York University vs. Coorgotown were televised. This sport was considered by some to be the ideal television sport. The area is limited and this makes it easy for the camera to follow the action. The way the game is set up, moving from one end of the floor to the other, also helps the television camera. For many of the early talecasts of basketball, only one easers was used to cover the action. This was sufficient. Other cameras



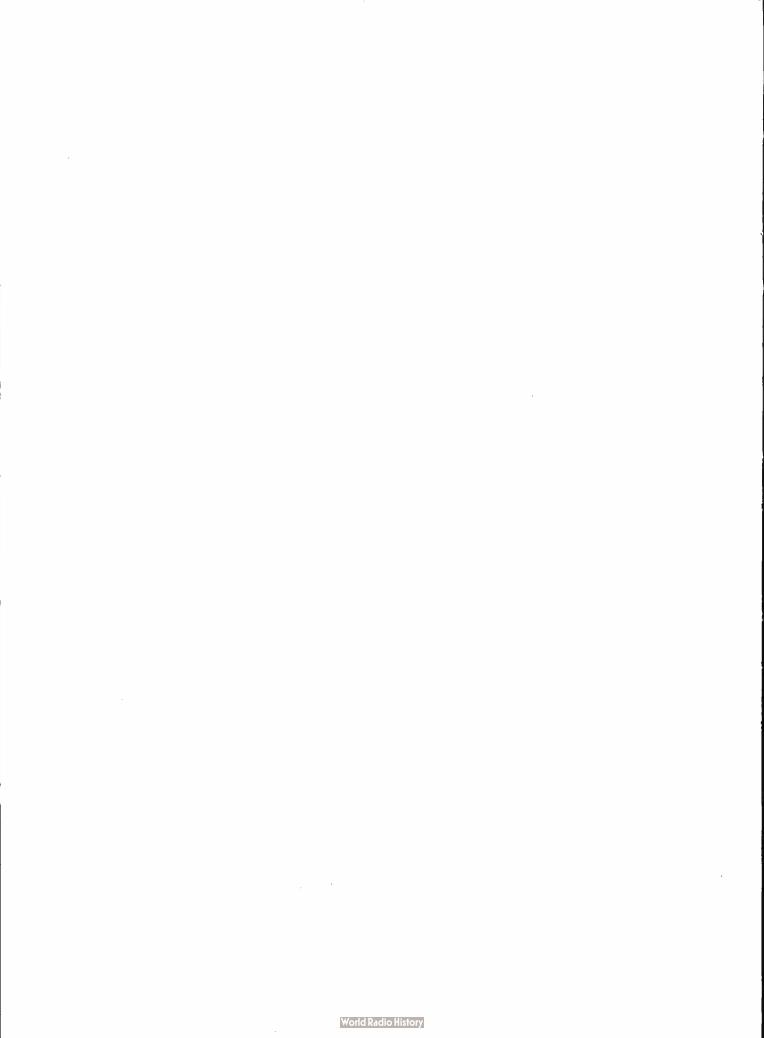
in angle and in distance. Most besketball today is played at a fairly fast pace and this keeps the interest of the viewer. The players can easily be picked out by the numbers and followed throughout the action. Butchinson says that in the televising of basketball, "the play is easy to comprehend, you see why the stars are stars." 18

The televising of track was the next sport on the person of telecast sports. As with many of the other sports telecast, Nedison Square Tarden again was the scene of the event. It was the Intercollegiate track meet on the second of March, 1940. Only one camera was used in the pickup, but it did a remarkable job of following around the track. It was placed in the center on one side of the areas. From this point it was possible to follow almost every event with the one camera. Later more cameras were used with better results for the final picture.

Shortly after this period (the exact date is not known) wrestling started to be televised. Shout the televising of wrestling, Eutchineon says:

So far, television has been of advantage to promoters. For instance, many people have never seen a wrestling match. They may have seen part of a bout at their notion picture theatro in the newsreel, and that about ended their experience. The possibility of putting wrestling on television came at a

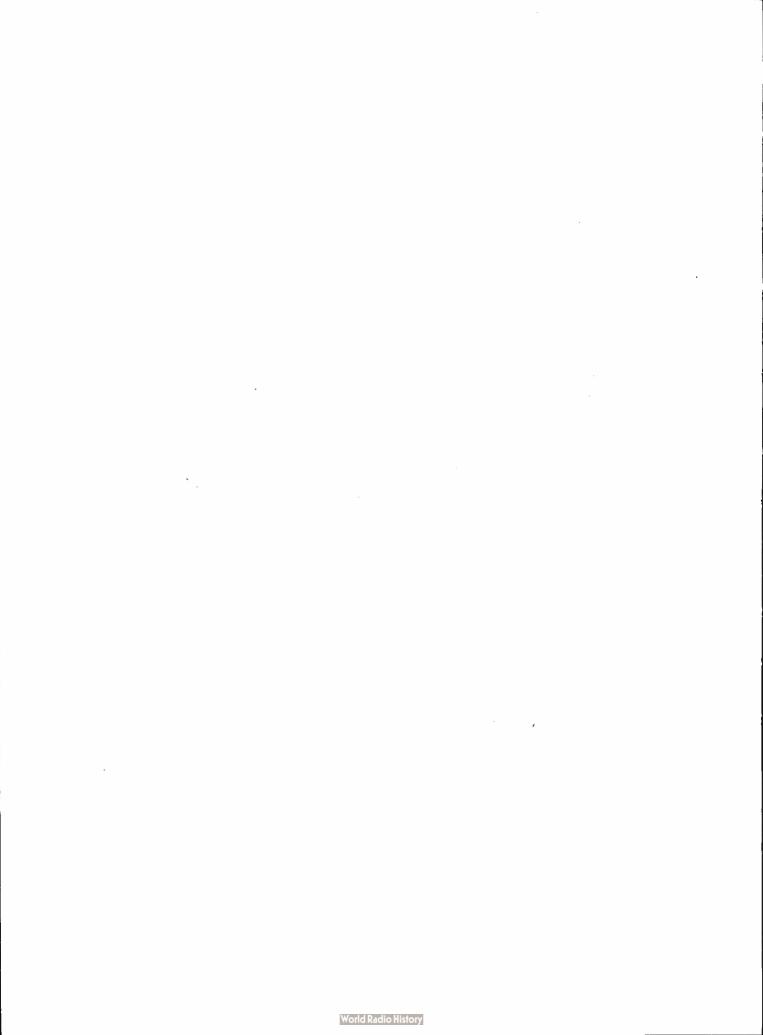
¹⁶ Hutchinson, Op. Cit., p. 202.



time when we were racking our brains in a vain endeavor to determine what to do with the mobile unit crew on Monday night. Out of the blue came the suggestion, Why not wrestling? In an endeavor to answer this query, we contacted the powers that be and found that it was entirely possible. The promoter was agreeable at a price within our budget. Fower for the mobile unit was swallable, they even agreed to let us raise the light level in the ring, if necessary, to get a good picture. And wrestling went on television. Is

19 Ibid., p. 201.

Wrestling is considered to be the best example of television belping the promoter. Tince it has been telecast, people have flocked to see the sctual matches. Interviews between contests show that the priority of the people who so to see wrestling have seen it on television in some part of the country. It is perhaps the ideal sport for television. The ring is smell, about sixteen foot squere. The lighting is sufficient for an excellent telecret. The rest of the suditorium is not lit so that the focus is on the ring. The two contestants are almost siveys in close contest with each other. All of these frators add up to a sport that has become increasingly popular because of its being broadcest on television and, in turn, has helped to build television sudiences. It has been remarked over and over again that wrestling is one of the bost "seting" shows on television. This might be true, but the televiewers enjoy it.



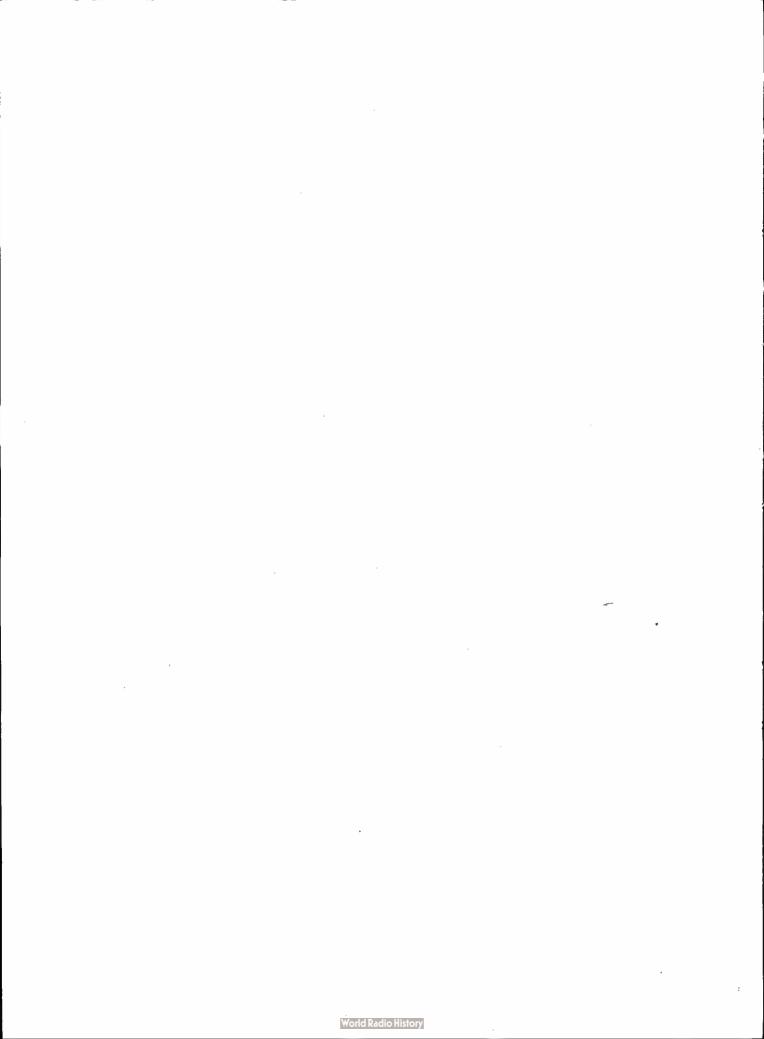
with the coming of the Second World Wer in 1941, sports telecrating suffered along with the rest of the television programs. Very little was done throughout the wer in any branch of television. Sports telecrating, however, had gotten the start that it needed to insure itself a borth in the post wer program schedules.

The first important telegast of any post war aport was the Army-Nevy football game in Philadelphia. It was telegast by WNST in New York on December 1, 1945. The connection between Philadelphia and New York was a coasial cable. SO The following June 18, the heavyweight championship

In Jenuary, 1947, the National Broadcasting Company eigned a contract with the New York Giants for the telecasting of their loss games in 1947. This was the first step toward regular television of baseball which was to result in fifteen of the sixteen major largue teams home games being televised. The one club which is not televised at the present is the Fittsburgh Firstes in the Mational Largue.

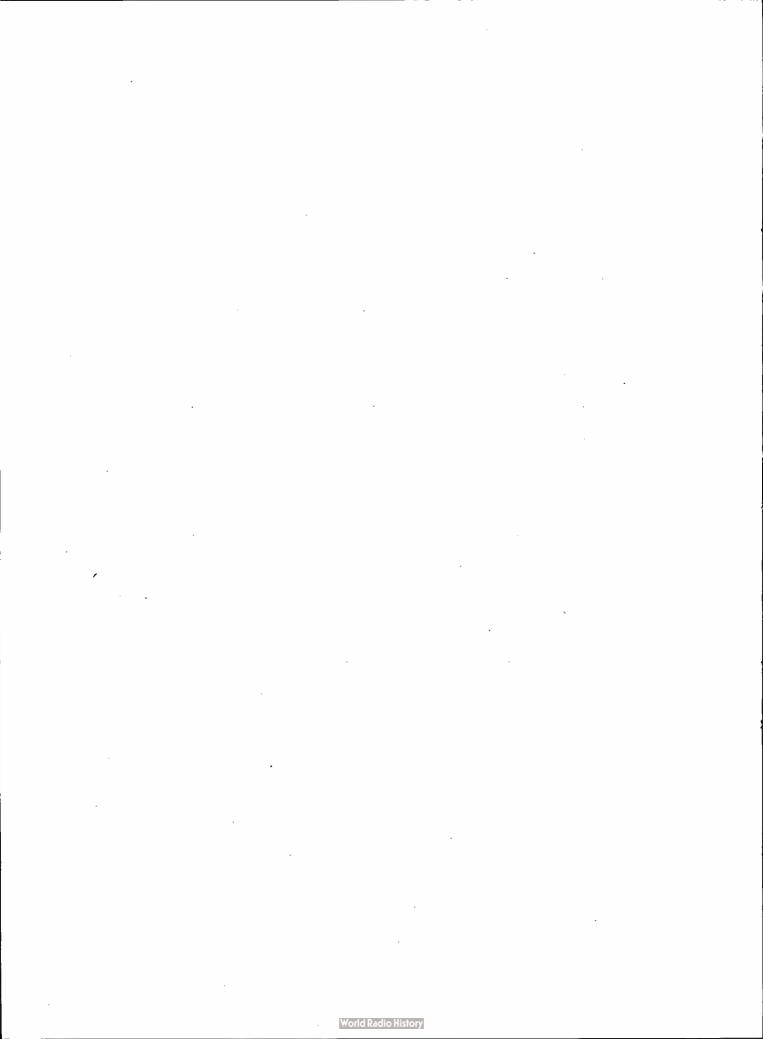
This was the first time a 525-line picture was used commercially. See Appendix.

bout between Joe Louis and Billy Conn was televised from Yankee Stadium by M. B. C. Louis won by a brockout in the eighth round. The televest was also soon in Washington, D. G., via couxiel cable.



In 1950, the World Series between the New York Yankees and the Philadelphia Phillies was telecast to an estimated audience of thirty-eight million viewers. There was a seventy-seven station network telecasting the games as far west as Omaha, Nebraska. The advertising rights were sold for eight hundred thousand dollars.

Since most sports telecasts are handled by the mobile unit crew. It might be well to describe this phase of telecasting. The first mobile broadcast was in 1939. reality, the first regularly scheduled television series was done at the Worlds Fair in 1939 with this mobile unit. At that time the mobile equipment was carried in two large trucks or vens. They were guite large and bulky, but they served their purpose. The first truck contained the pickup and control equipment while the second held the transmitting equipment. The combined weight of the trucks was eround ten tons. The two trucks, when on location, were connected at the control truck by a cable. At first, it was necessary to find a power supply nearby for each telecast, but leter a portable power supply was carried along. This type of mobile equipment was used for about three years, before it was replaced by portable equipment. This portable equipment was known as "suitcase" gear. It was packed in twelve cases, each containing slightly over one hundred pounds. In using the portable equipment, a control room was



selected, and from there the cables were run to the cameras. lith this new equipment the remete men from N. S. C. hed progrossed from two progress per wook to eight or ten per week in 1940.

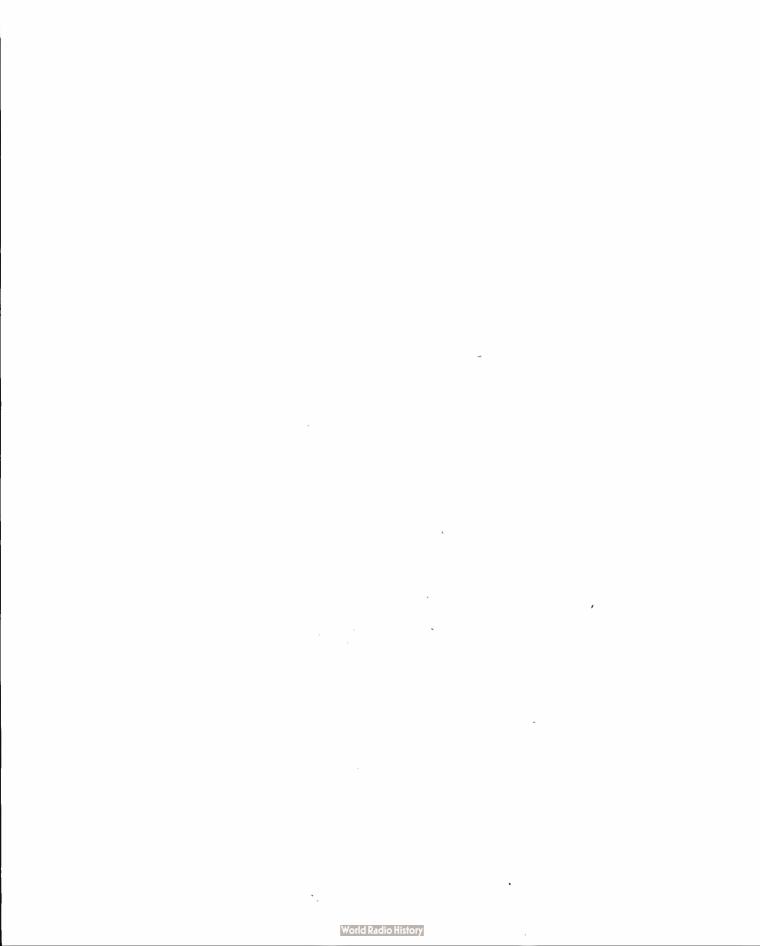
It is necessary in any renote broadcast to utilize coproxicately twenty-two people. The necessary personnel are as follows: a director, supervising engineer, two video engineers, one sudio engineer, three esserance, three sesisbent coveremen, and two transmitter engineers. This is the total at the scene of the telecast. The other six are needed at the station and transmitter. Four engineers are nocessary of the station and the other two at the transmitter.

Mefore the telegret is to take place a survey must be mede by the progress producer and the supervising engineer. Each will be interested in finding out certain things. The ongineer will clock the following:

- 1. The power supply
- 2. Location for the control room
- Location for the entenna
- 4. Placement of emble lines
- Tost of transmission 5.
- Hanisment required²¹

John P. Royal, Television Production Problems (New York, Toronto, London: Hobrew-Hill Book Company, 1948), pp. 129-130.

The progrem director will check on the following:



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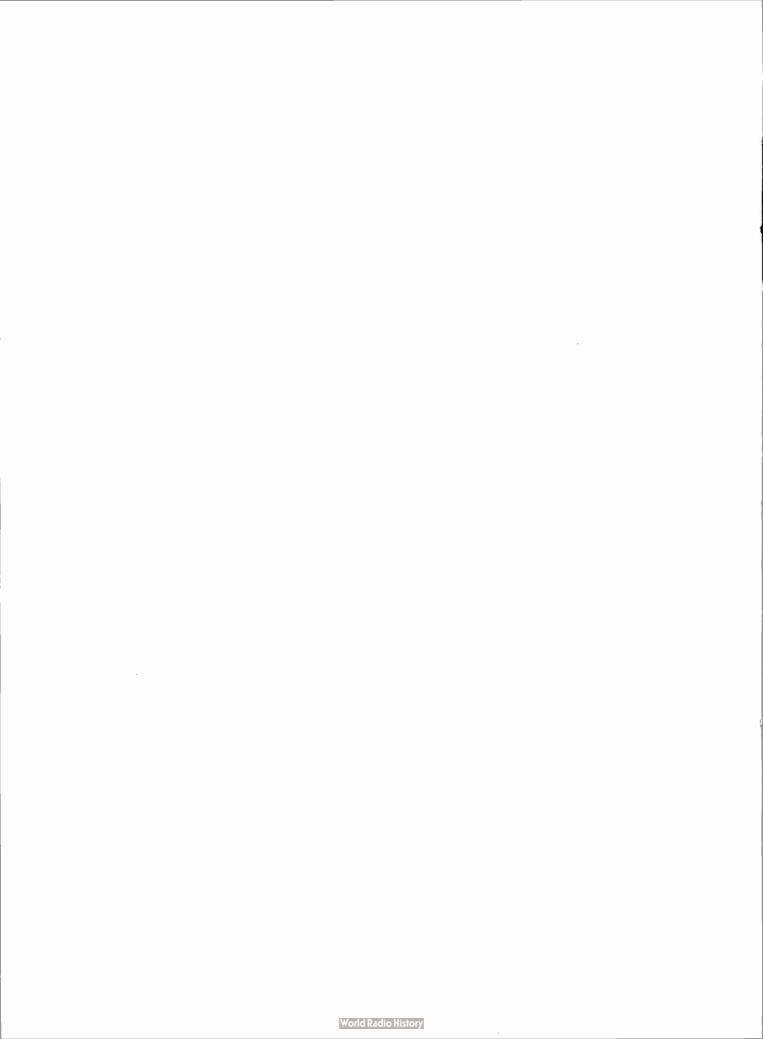
concens in the viewing suddenes. telecast is ready to be sent to the sultitude of television then all of the flems listed have been teken cere of, the

-busis as Jenbeloj guied eva advoqe ila daomia yabof they have and continue to improve as the enuiprent improves. They have been doing a tremendous job with the equipment casting all major aporta, nows, and public interest eventa-.odey the mobile grew has a standerd job of broad-

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columnst medium, it will every the world of sports into the -reduce no et . windul and tol sellitidasog euchnoment each in the infincy, television is unlimited in its hopison. It good of obborchift to comittee beople. Athough still Ine Kroath of sports television today has opened the



home of countless people. However, television will need an increasing number of properly trained and experienced workers who can grow with and contribute to this new realm of sports. How can one go about getting into this field? How can one equip himself for this training? The snawers depend a great deal upon his background, his interest, and his desire to learn about the ways and methods used in televising sports.

The problem of this study, then, is to collect and compile information from a survey of the various ways sports telecests are being done and the many methods used in the telegasts. It would be impossible to set up a list of rules and regulations for the eccepted way of televising sports because there are so many different methods used. Wether t en this, it is the writer's desire to set up a guide of ride to the newcomer in the field of televising sporting events. With this guide the interested person our culckly and easily find what has been done and what is presently being done in the telecosting of sports. It will show him the clone and methods that are being used and help him to botter his own ideas on how to telecast sports. Often people heve to start into new fields blindfolded. without having the background and information necessory to begin correctly. The purpose of this study is to belp svoid some of these pitfells.



CHATTER II

DEVELOPMENT OF THE BESHARDS TECHNICUS

Introduction. In order to fecilitate the gathering of information to be used in this study, a questionneiro was set up. The purpose of this questionneirs was to uncover some of the different methods used by telecasters today. It essembles information on many different sports and sttempts to find out how much telecosting, both live and network, is done by the verious stations throughout the country. The questionnaire endeavore to bring to light the brokground on each sport, that is, how many hours of properation are spent by the telecrater and staff before the finished product can be brought to the viewer. Also included in this is what this proporation consists of such as general statements from each teles stor or director about the properation that he does. Techniques and methods used by the verious sportsessters ore contained in the information revealed by the questionnaire. For instance, the extent to witch the action is described such as during passes or timeouts, during Julie in ection. old during the event, and never during the event. The telecosters are caked what is done with comerse and what is talked about during half time, tire outs end in between materes. They are asked what their subject of conversation is wien there is no action taking place in the sport. They



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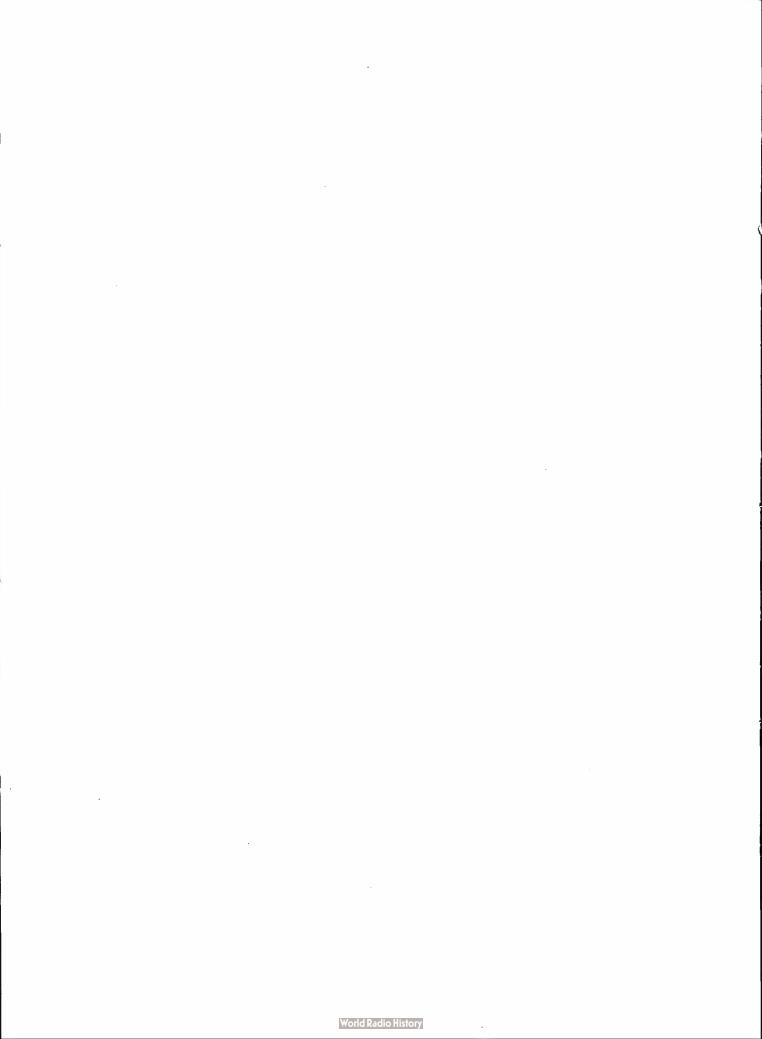
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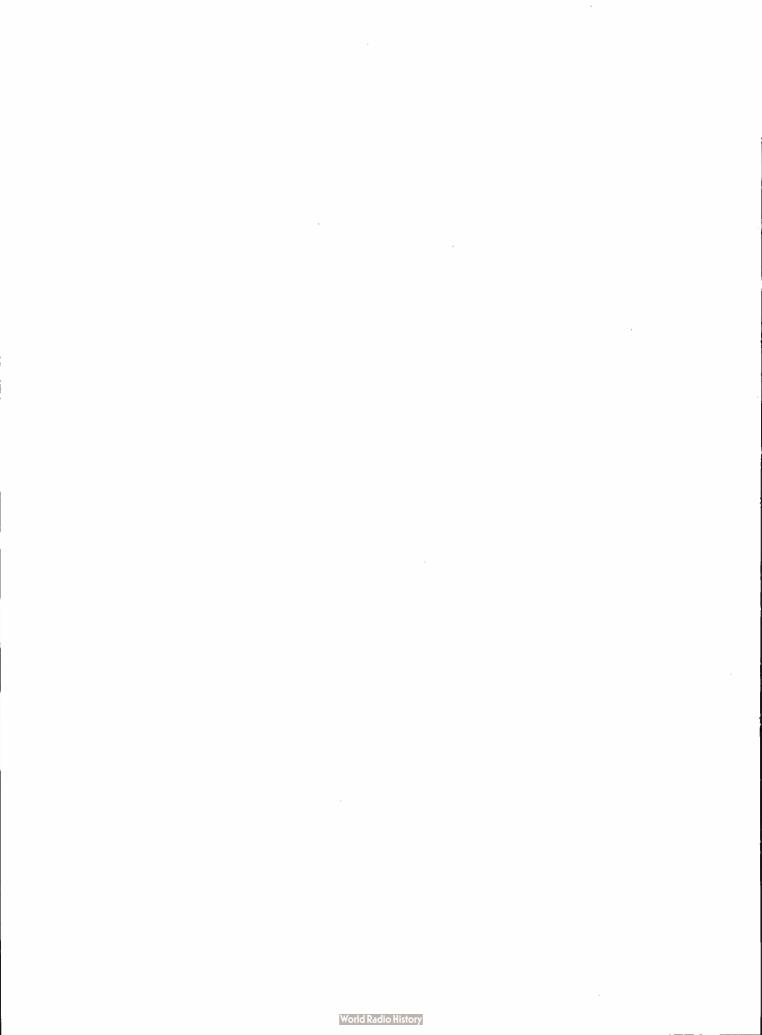
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મું ભાગ ૧૫ મામ ૧૧ કરા ત્રાહ્માણીઓની જુટેટ, ત્યાલાક તરે કા જે વસ્તુવાના છે.	
sates of the shoots.	
beself of mas constaless to od sagis look uot sads moldamioini	
prouk se securately and completely as you can. Any additional	i.



12,	plece?
	Market of the Control
15.	If you use spotters, how do they keep up with the play? Do they use spotting boards? If so, what type? Fin? Slot?
14.	Do the comeres ever show the telecator?
	If so, when? (Check the time or times) Before game or metch During game or metch
	During time outs
	After game or meton Between Betones
15.	During time outs Between plays After game or match During helf or quarter time Shet do you do with the camera during half time, time out, or between m tobes?
16.	What do you talk bout diring this half time, time out, or between methods?
40 4776	Do you ever interview participants either before or
17.	efter game time? (This means using the comers)
MA 67%	Do you direct the ormers pickup or is there snother
16.	director? If there is another director, how does he help you make
	If there is another director, how does no nelp you make a better telecast?
	Approximation in the contract of the contract
20	Do you usually interview comples or officials before
19.	gome time? If so, what information do you desire?
20.	How many cameras ere used for each sport? (Circle the number)
	Football 123456 Boxing 123456
	Baseball
	Seeketh: 1 2 3 4 5 6
	123456



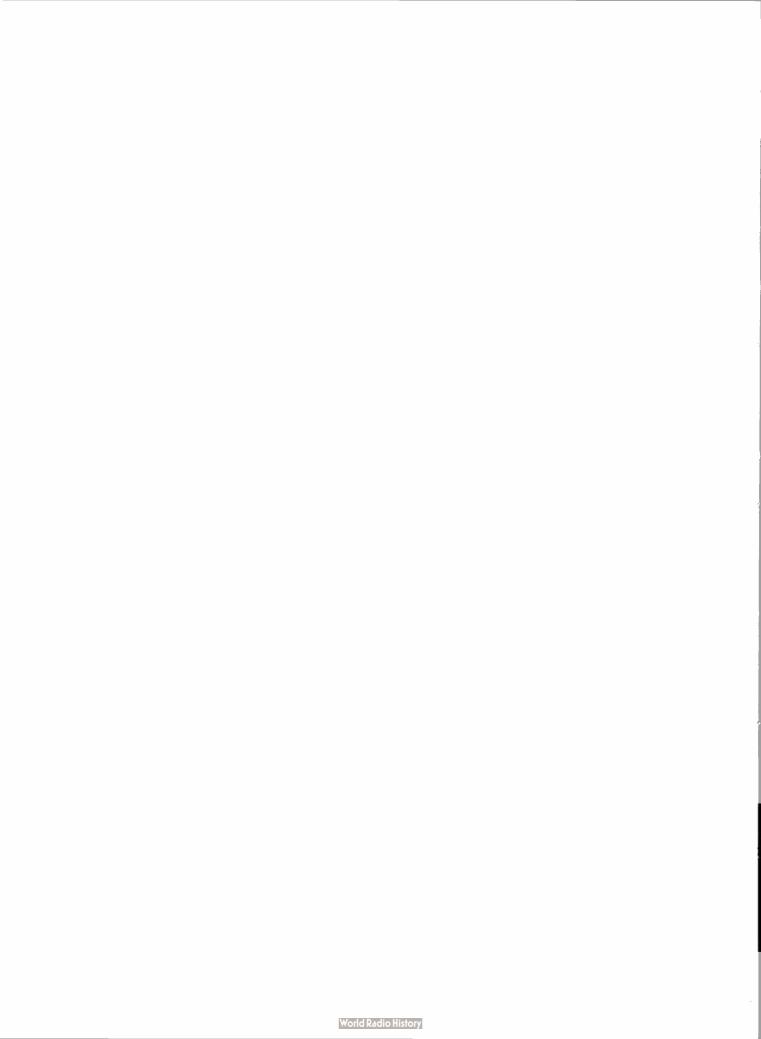
za •	radio and television at the same tire, by the same many (Simuleest)
22.	Thet, would you say, she the main differences between about the broadcasting for redic and telecosting?
28,	TO JOU DOVO MY OFFICE STATE THE BLACK THE STATE OF THE ST
企 樓 *	

The following note was included with the follow-up cuestionneires:

This is a follow-up questionneiro of one originally sent to you. Perhaps the first one was misplaced or everlooked. I would appreciate it greatly if you would fill this one in and return it to me immediately so that it can be included with the returns from other stations.

I. SEPTING UP THE QUESTIONS (INC.

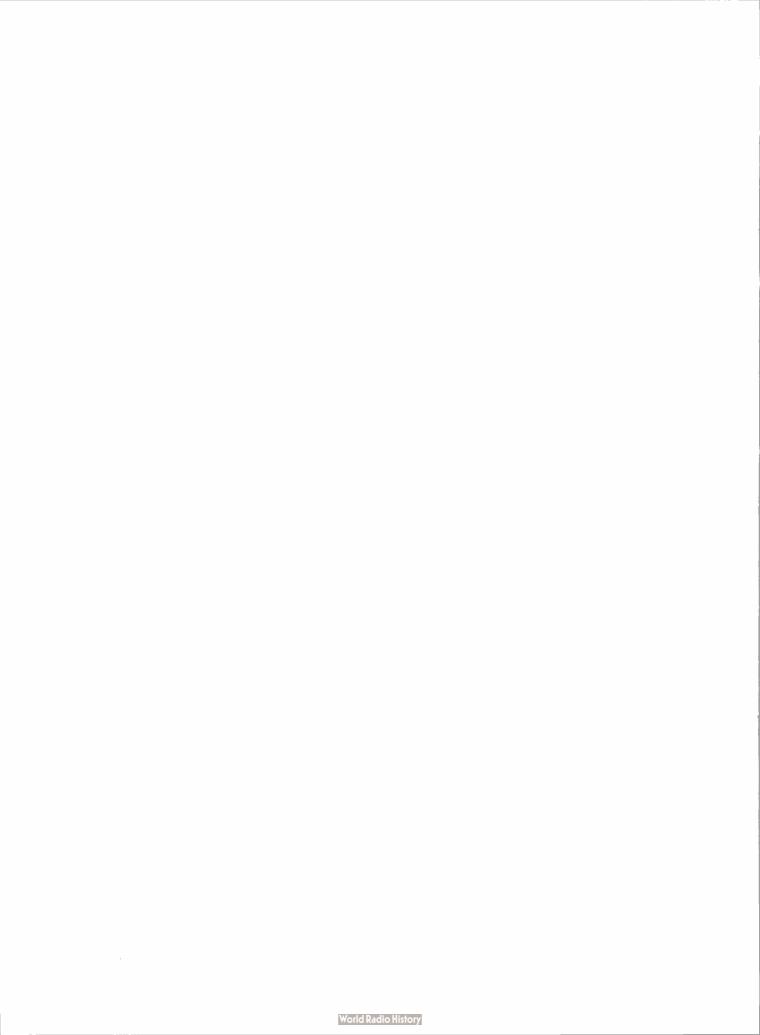
In setting up the sports questionneire, the first point taken into consideration was the length. It has been found that a questionneire that is too long will not be returned. This was taken into consideration and two pages was



decided to be the longth used. The questionneire wes prepared on eight and one-half inch by fourteen inch paper.

terms used in television end how it setually worked. A few of these many terms can be found in the Appendix. Naturally there are many other terms used by the various television stations that could be included in this study, but the number would be too great. It would practically take a separate study to include them all. The ones mentioned in the Appendix seem to be the most important ones. These definitions are especially essential to the porson who is interested in sports or special event telecesting.

onestionnaire was to decide what questions to eak. The type of questions and the questions themselves had to be settled upon. After much thought and investigation had been completed, it seemed best to include both general and specific questions. In the specific questions ficts would be directly obtained while the general method of questioning would bring out some of the ideas of the telecaster which could not be gettered in any other way. The first few questions were very specific. They classified the questionnaire. They asked for the call letters of the station, where it was located, who was filling out the questionnaire, and the position that this person holds. All of these points are significent in

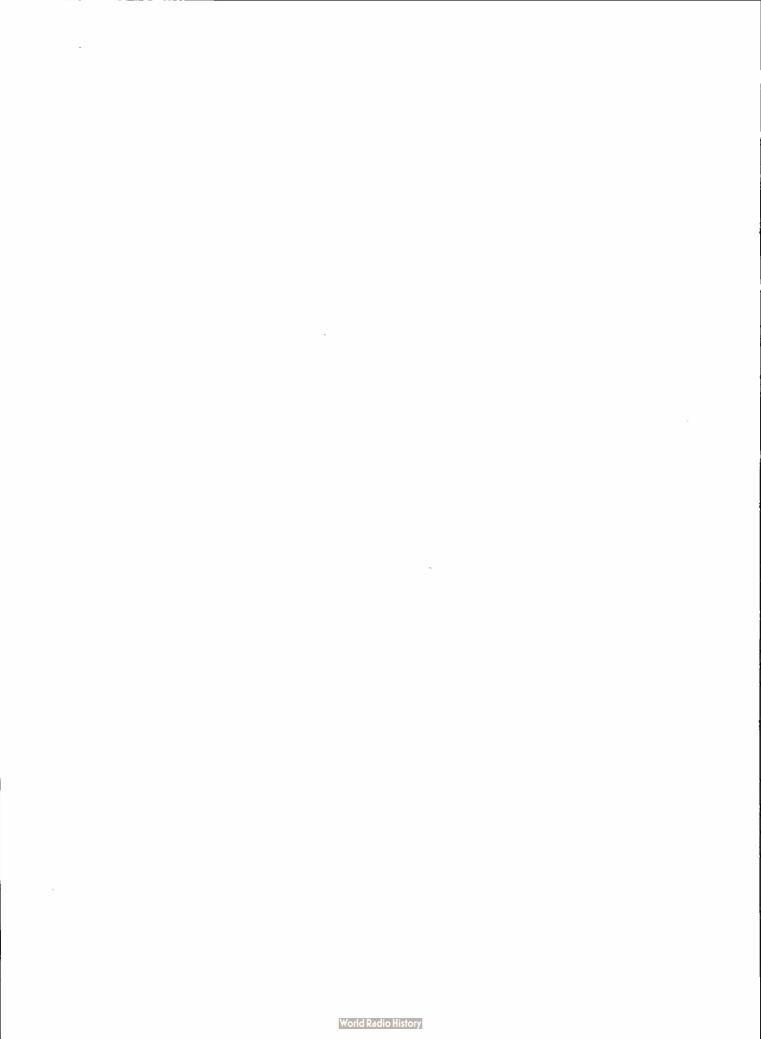


clearlying the questions that have been mewered. The fifth question raked if the station did live sports telecosting.

If so, all of the questions would probably be enswered. If not, the person would enswer through question eight, but he was permitted to enswer any other question from knowledge or previous experience.

Question number six sake how many hours per week are devoted to these live sports. To make it easier for the person enswering and the interpreter, numbers were placed to circle for the number of hours. The next question, number seven, is a natural follow-up of question six. It eaks what sports are telegast live from the station. This includes a listing of the five major sports that are seen by the viewer and blanks for any other sport that might be included. As can be seen from the questionnairs, the five major sports are football, bescholl, beaketball, boxing, and wreatling. A few of the others that might be included are track, bookey, tennis, golf, softball, racing (horse and auto) and swimming. In fact, classic every known sport has been televised by one or more television stations at some time.

So far the questionneite has the information on how many stations are doing live statecasting and what sports are included. Number eight make how many hours a week are designated to any sports program (eg. -- notwork, sports news). This will include a variety of allows, most of them fifteen



minute productions. After question number eight, only stetions who do seturi live telecests were to answer. The rest of these questions were dealing specifically with live telenests of the various sports.

Perhaps one of the most important items is often overlooked by the individual who listens to redio sports or watches a telechat of his favorite sport. This is the work that is necessary before the program can become a reality. The broadcaster or telegaster spends the majority of his time at this. A football telecest which only takes between an hour and two hours to produce may have had as many as twenty or thirty fours of work behind it. Questions nine and ten cover this pre-geme work. Number nine sake how many hours of pre-game preparation are used for each sport. Blanks are included for sports other than the five major once. Number ten sake for a short description of what is done and covered by this preparation. In this manner, each individual telegaster is given a change to list the steps he takes in preparing for a sport and the information that he is interested in finding out. This is the general type of casetion that was talked about before in this chapter.

What does the questionneire want to find out now?
What is important in the technique of the many amounters?
On what do they differ greatly? The answer to this is when they talk, how much they talk, and what they talk about.

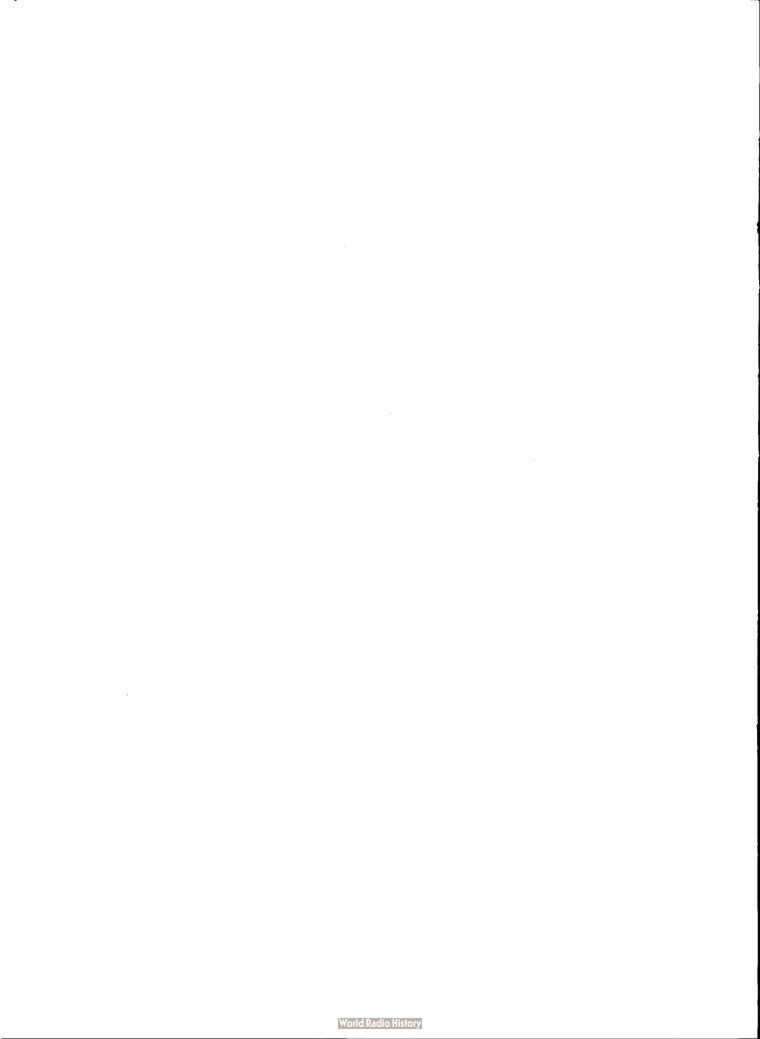


The next section of questions, then, will cover this problem. Number eleven sake to what extent is the action taking place described? It lists four possible times as being: only during pages or time outs, only during a bull in the action, all during the event, or never during the event. The person snawering the questionn ire is maked to check the times when a describes ection. Humber twelve follows up eleven by saking what is talked about when there is no action taking place. Later in the questions, speech during other periods is covered.

Ennouncer on television keeps up on the play or section. The majority must use spectors. Do they use specting beards? How do they keep the announcer informed? Question thirteen sake these questions plus what type of specting board is used--pin, slot, roll, etectors.

I These terms are explained in Chapter Three.

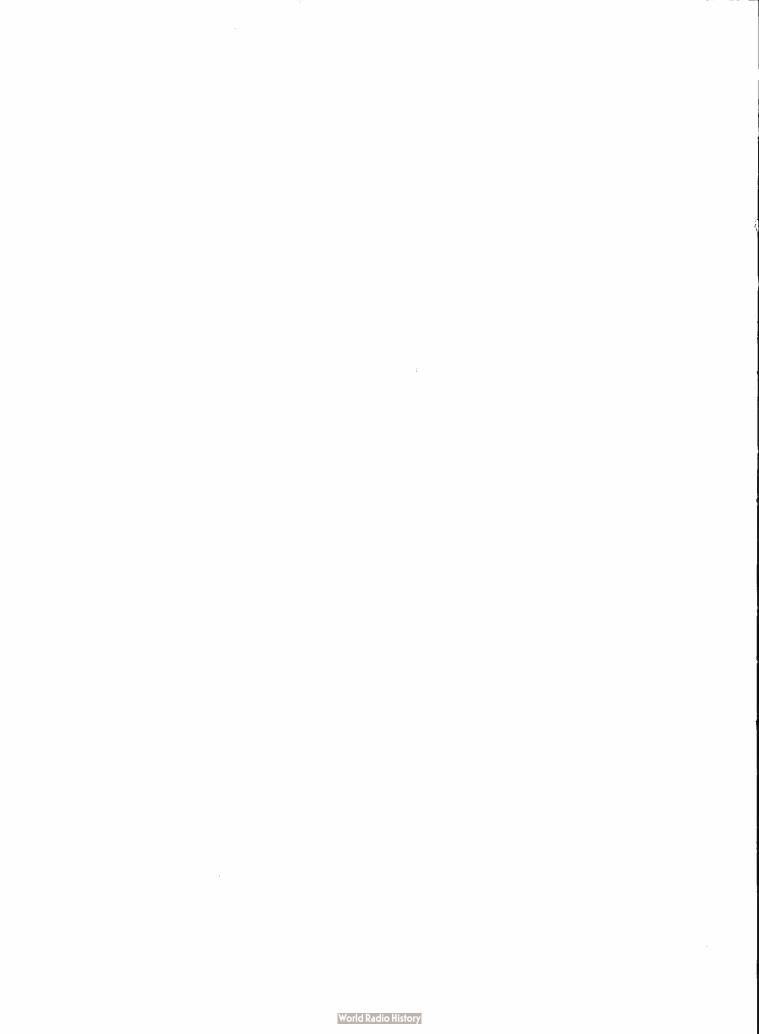
dester on the screen? Pourteen asks this and slee when, if st ell, the telecaster is picked up by the camers. The times listed to be checked are: before the game or setch, during time outs, after game or match, during helf or quarter time, during game or match, between plays, and between matches.



These are the only times the telecaster might be shown during a sporting event.

what is being done with the cameres all of this time. The section starting with fifteen concerns the use of the camera both directly and indirectly. Pifteen asks what is done with the camera during half time, time outs, or between matches. Beturally with this question, as with most of the others, the expected answers were kept in mind when writing the question. Such answers as interviews, commercials, crowd shots, etc. were expected. Pollowing up the ides of these periods of time, sixteen is "What do you talk about during this half time, time out, or between matches?" Then, since interviews are expected to be given by some as the use of this time, seventeen goes on to find out whether or not participents are over interviewed either before or after geme time. This refers to an interview before the assers.

Another point to be considered is who does the directing. Some of the sportscasters direct their own shows while
others have a station director doing the job. The latter is
probably preferable in most cases. The play-by-play men has
enough to do watching his information and the players. Es
cannot pick up all of the little things from a monitor screen.
Eighteen, then, sake who directs the camera pickup and if
there is another director, what does he do to help make a



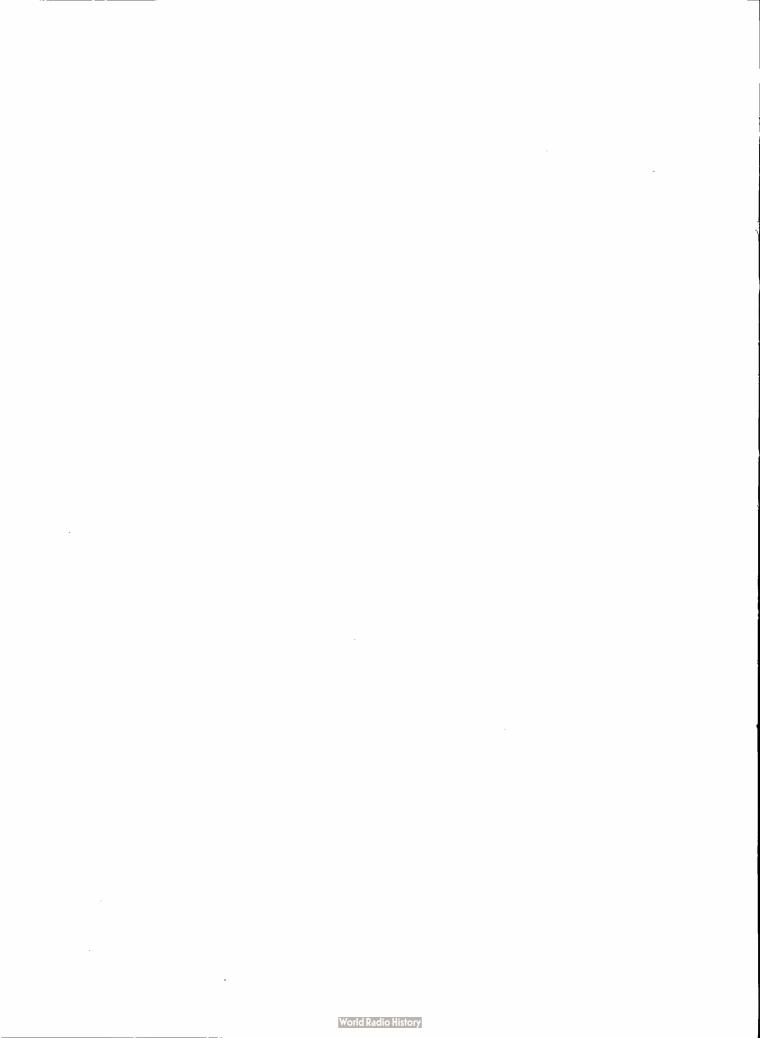
better telecrat. How about last minute changes in line-ups or the feeling of a corol or official before the contest begins. Is this important? Question nineteen is, "Do you usually interview coroles or officials before game time?"

"If so, what information do you desire?"

so to how many compress to use for a specific sport. This will probably very with each individual sport. When sports telecasting first storted only one camera was used. After the first few telecasts, it was realized that one camera could not cover any sport adequately. Today the everage number of camera is from two to five, somewhere in between. Twenty questions the number of cameras used for each sport. The five major sports are disted and blanks are left open for any others.

ei when the play-by-play is corried both by radio and television. It is the same man doing the broad-cast and the telecast. Some simulates have been favorable and others unfavorable. To find out what the general opinion on these is, question twenty-one was included.

Everyone knows that there are a great many differences between radio and television. However, it should be of some value to find out what the man in the field think. What do the sportscraters believe the main differences are between



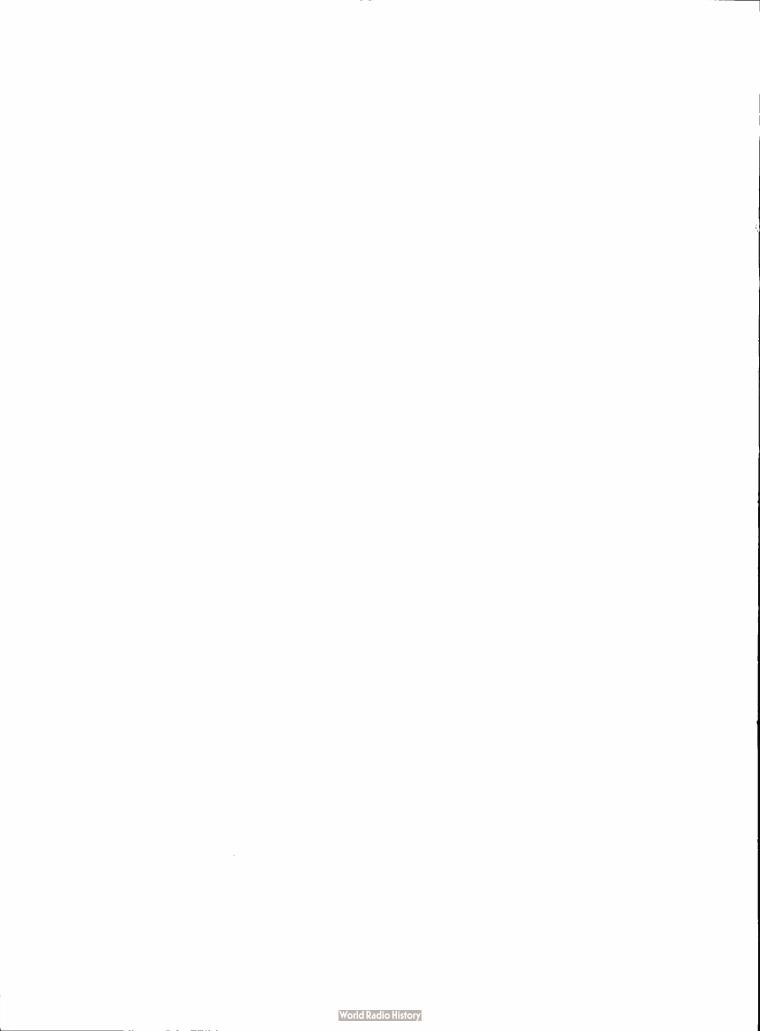
radio broads: sting of sports and tolevising thom? These difforences abould probably be exphasized in the training of a person for telecasting of sports. This is covered by russtion twenty-two.

In the twenty-third question the television sports amnouncers are given a chance to unburden themselves. Nost people in a job or field have a great many suggestions to give to sessone who wants to so into this field. A collection of these suggestions and ideas would be valuable to myone who wants to take up this line of work. That is what has been done in question twenty-three. The telecesters have been saked if they have any comments which they think might be valuable to a person going into the field of aports telecesting.

Thus the questionneire, after revisions, was sent out. Copies were mimoographed and signed by the writer. A short letter was included at the beginning of each questionneire to introduce it to the reader.

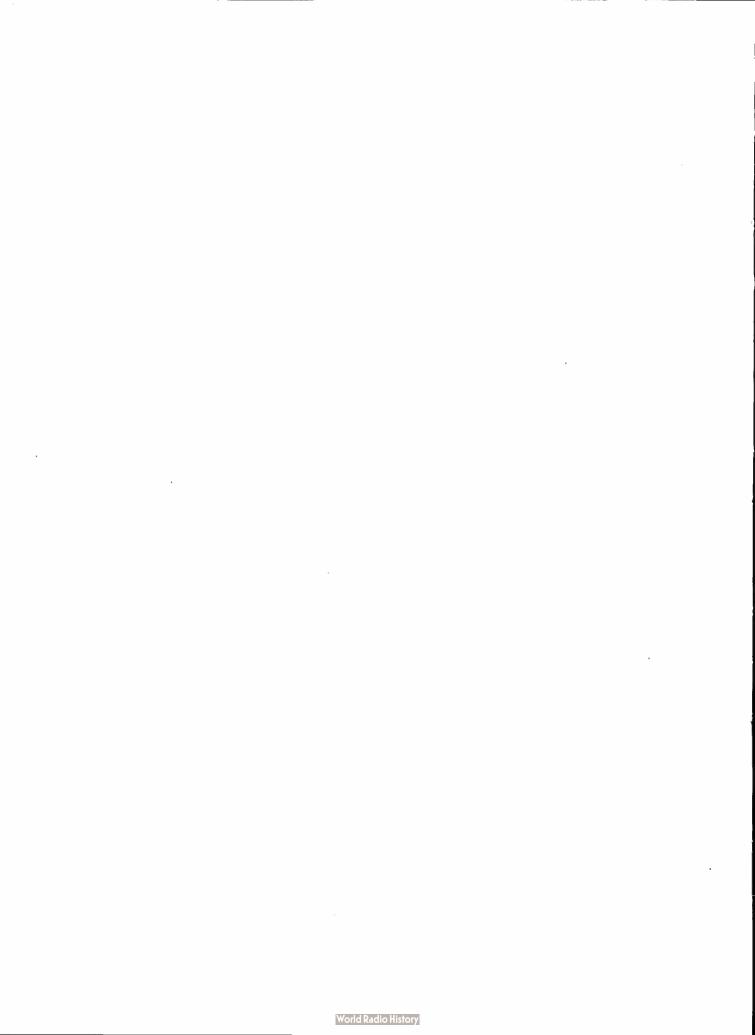
TI. THE MILLING LIST

outplete list of stations (both radio and television) is given in the Broadessting and Telegasting Mearbook. The 1951 edition of this magazine was obtained and the call lotters of the stations listed. Along with the listing of



stations is included the address of each station and the different directors. This information was gathered for the meiling list. If the station had a sports director listed. the questionneire was sent to that person. If there are no sports director, they were sent to the special events director. If neither of these were listed, it was mailed to the program director. The questionneires were cent to all one nundred and seven television stations operating in 1951. Twenty-five edditional questionneires with short notes attached were sent leter to some of the stations that did not return a questionneire in the first group. From the first group, thirty-mine were caburned. This is probably the majority of those doing live telecasting of sports. additional twenty-five were sent to stations that had a sports or special events director listed. A note was etteched eaging that perhaps the first questionneire was overlooked or mispirced and if this one was returned immedioboly. It would be included with the returns from other etations when tebulating the results.

Thus the questionneires were completed, the milling list drawn up, and follow-up questionneires sent out. The results that will be covered in the next chapter began to come by return mail. The complete mailing list orn be found in the oppondix. The preliminary work was completed and the final step was putting the results into a readable form.



CHAPTER III

RESULTS OF THE CUESTIONS THE

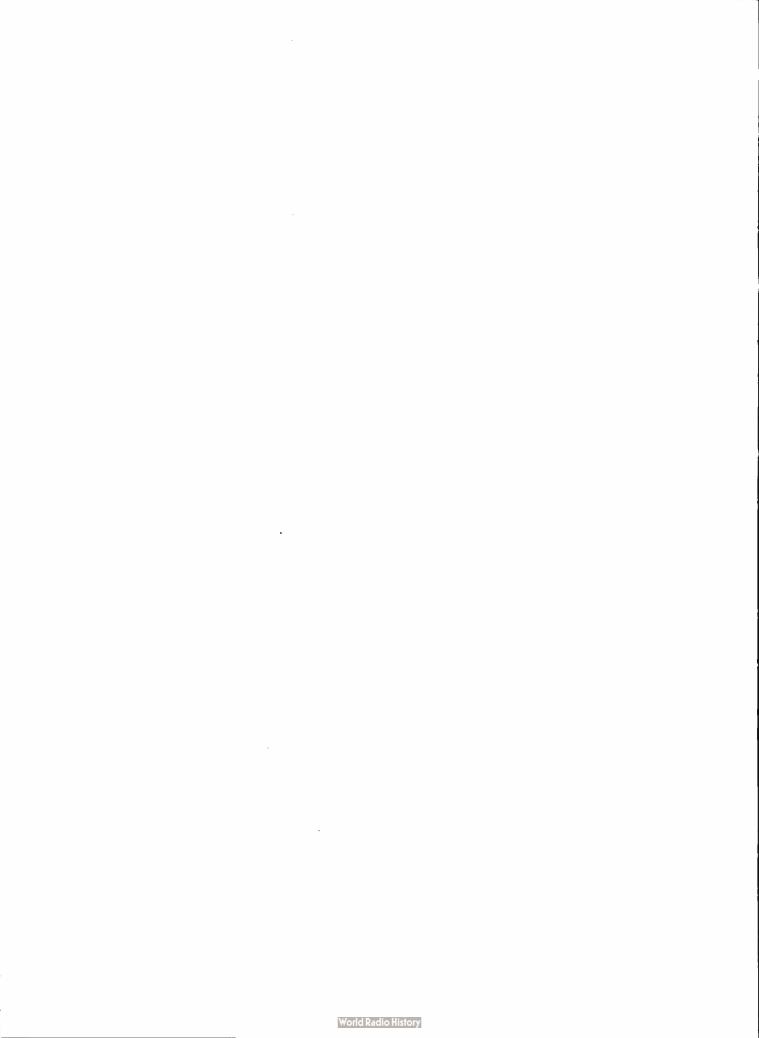
This chapter on the results of the sports telecesting questionneire will be divided into three sections. The first division will be the introduction to sports telecesting and the introductory work performed by the sportcaster or the station. The second section will be on the actual telecast itself. This includes all that is done by the sportcaster during the telecast of the event. The third division will contain general information about the station, the sportcaster and the field of sports telecasting.

I. INTRODUCTION TO SPORTE TELECATING

were sent to television stations in the United States. The first group included all one hundred and seven stations doing tolecasting at the time of this writing (June, 1951). From this group, or Group A as it shall be called, the returns numbered thirty-nine. This was a thirty-six per cent return. Group B, the second group sent out, included twenty-five questionnaires to stations that had not enswered the first group. Only four questionnaires were returned. This meant a sixteen per cent return for Broup B. The total number of stations, then, was one hundred and seven. From this one



hundred and seven, a total of forty-three questionnaires were returned. This can be seen in Table I. It gave a total of forty par cent for all of the returns. From the forty-three television stations resorting, thirty-one stated that they do some live sports telecrating. By this live telecrating is mornt a sports program directly originating from the station. It does not include any network sports telecosting. Two other stations stated that they weren't doing ony live telecesting at the present time, but they had done some in the past. A list of the stations doing live sports telecasting osm be found in the 'ppendix, The percentege of stations doing live telecating is seventy-two per cent. This merns that almost three fourtle of the stations do live sports. Of course, some of the stations live network sports shows and other sports shows that are not retust live telecrate of the sporting events as defined. In fact, only six of the stations reporting stated that they had no sports at all in their progrow schedule. Probably most of these also have sports but neglected to complete the cuestionnaire. The total number of hours per week as reported by the thirty-eight stations carrying verying excents of sports, was two bundred and twoningfour hours and twenty minutes. This can be found in Table II. This everages out to six hours and fourteen minutes for each station. Isturally to a live telecopting originating at the station is only a small fraction of all the sports telecasting



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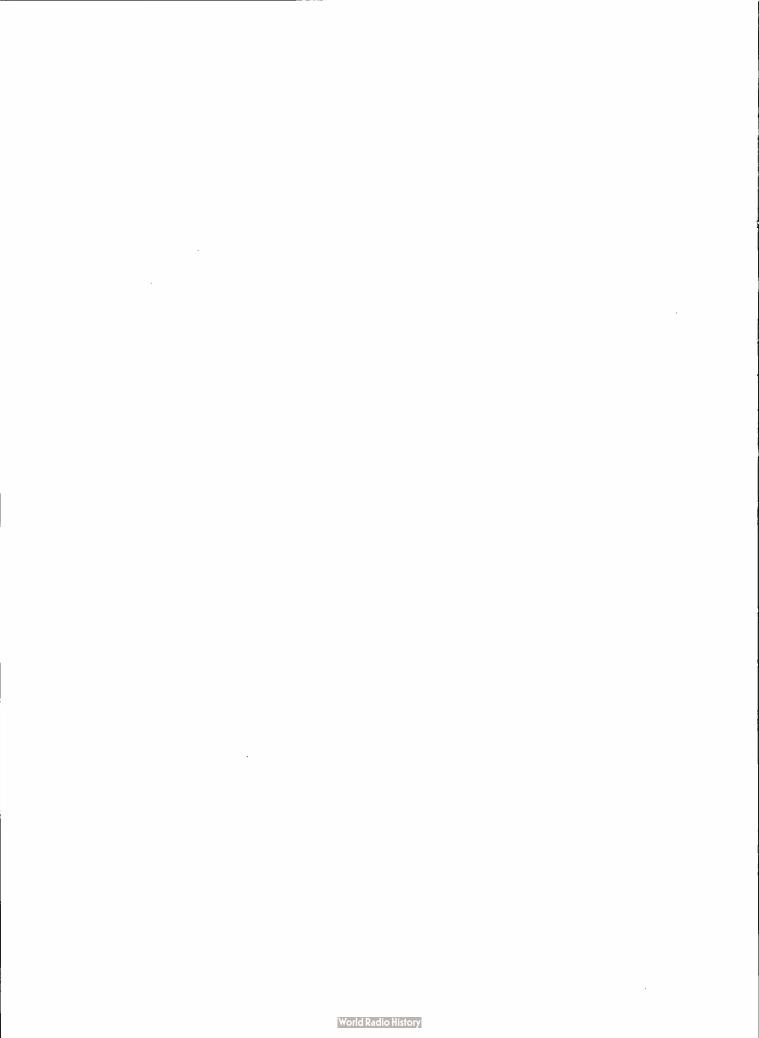
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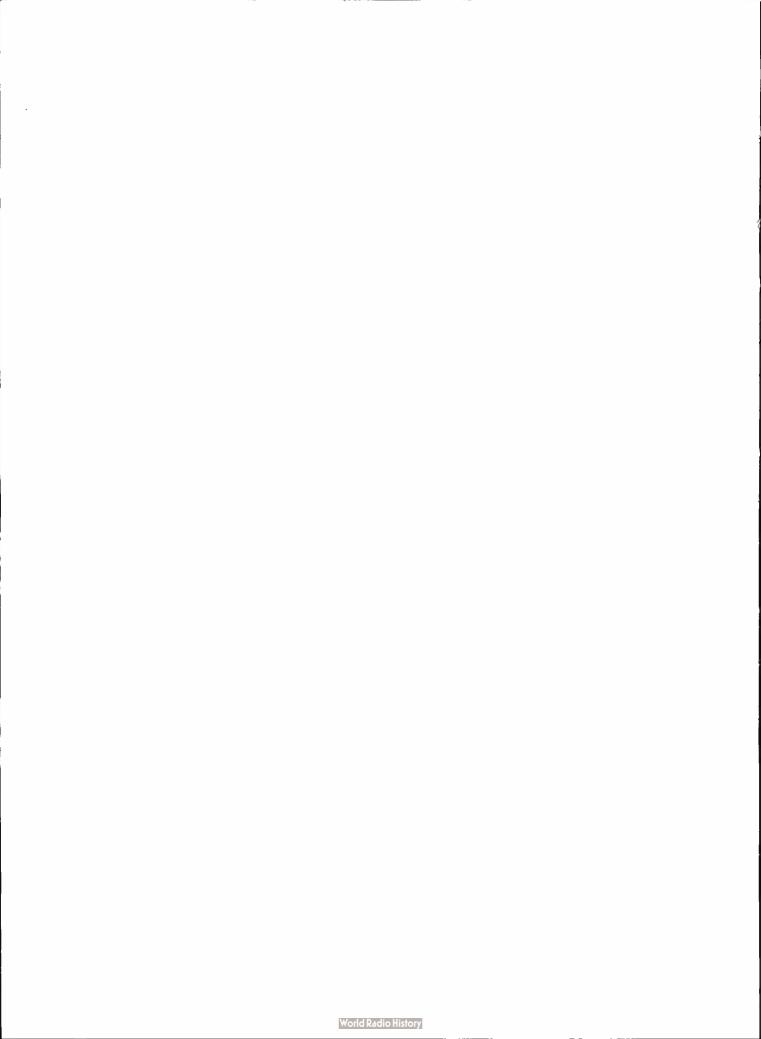
WERBER OF HOLES OF SPORTS TRANSMITTED FROM TOLESTSTON STOTIONS

Stetion	No. Nours Oports	No.Houre 11ve Sporte	5 of 11ve Sports
WBRC-TV	T 5	Commencer recommendation of the following commencer and th	66.7
WJZ-TV	7	7	300
W. ATW	12		100
KERV	8	8	62.5
BILLIA-LA	3	Ö	
WTOP-TV	***	0	
KOTP-IV	. 6	• 5	100
waro-ev	10	20	100
ng /z-TV	7	o	86
体型型	4.5	3	36.7
W 100	10	10	300
VITE	3.5	5.5	3.00
WTCH-TV	3,5		20.0
KKYI-TV	4		100
FBAP+TV	25		100
WAAN	1	of so	100
W PD	1		100
DAYS-TV	16	10	71
NET-TV	7	6	66
VDAR-TV	1.00	Not regular	
WOI-TV	1.08	Not regular	
NB I-IV	2.02	Not reguler	n esten
KITT	13	15	100
KRLD-TV	5. 5	5.5	64
KPRO-TV	8 8	6 2	100 66.7
MOBY-GA	3	2 2	66.7
N AVE-TV	7.16	8	84
VGR-TV	20	20	160
WE GRATV	18	2	26
veri-iv	Varios	Verles	ಡೆ. ಫಿಕ್
WJ AC-TV	6.5	is and the significant	
KOTV	ž		
West to	**************************************		
SPEY-IV	2		
WHITE TV	1.25		
	. 58		
EOW	.42	•	

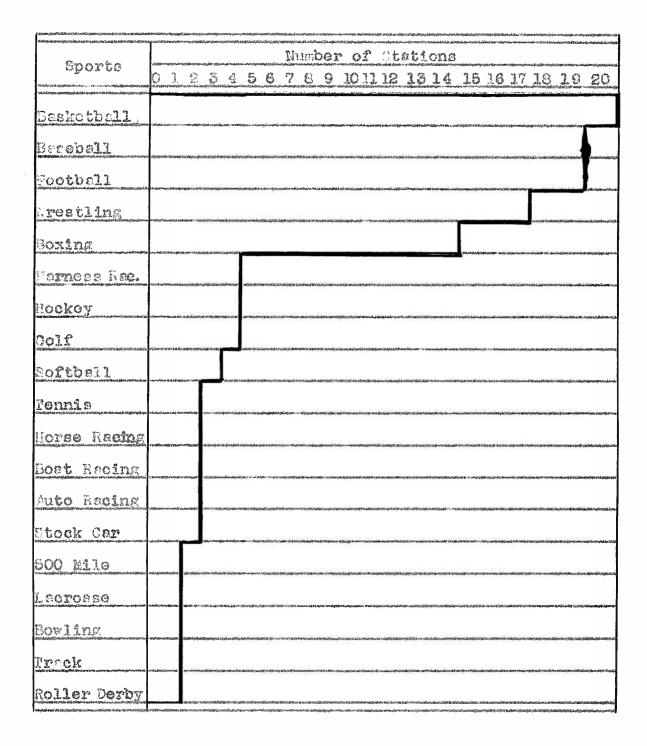


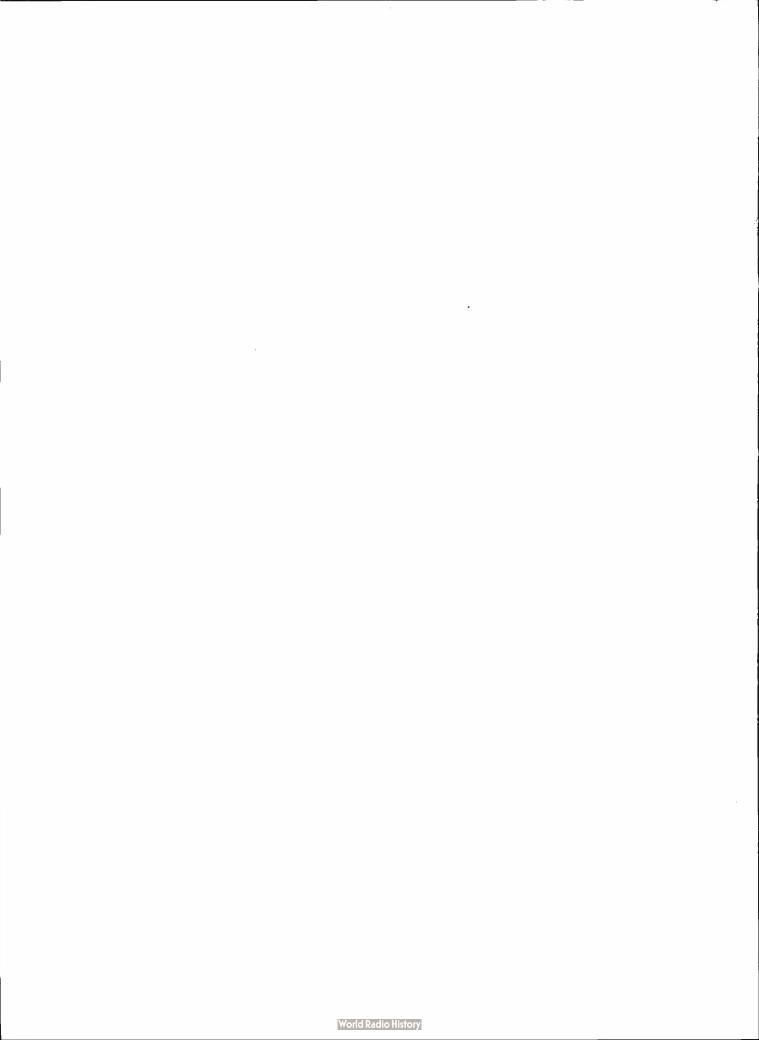
being done. This is so mainly because of the many network telecasts of sporting events. These telecasts are then sent to the various stations under the wing of the network. Besides network telecasts there are numerous five, ten and fifteen minute sporting news shows from the stations which help to make more sports time. Twenty-five stations, however, reported a regular number of hours for live sports telecasting. This can be found in Table III. The total number of hours given was one hundred and eighty-two hours and thirty minutes. This makes an average of seven hours and eighteen minutes of live sports telecasting for each station doing live telecasts. Several stations reported doing live telecasting but said that their schedules varied too much to give an everage number of hours.

News mentioned in Chapter I, almost every sport thought of by men either has been or is being telegrat. From the questionneire it was found that minetoen sports are being telegrat at the present time. Table III shows this. These nimetoen sports ere: football, basebell, basketball, boxing, wrestling, roller derby, golf, stock car races, bookey, hermass racing, suto racing, boat racing, five hundred mile race, softball, track, bowling, horse racing, tennis and lacrosse. Of these sports, basketball is the most popular. It is telegrat by twenty stations. Pootball and baseball



NUMBER OF TELEVISION STATIONS ORIGINSTING SECRET FELLOASTS





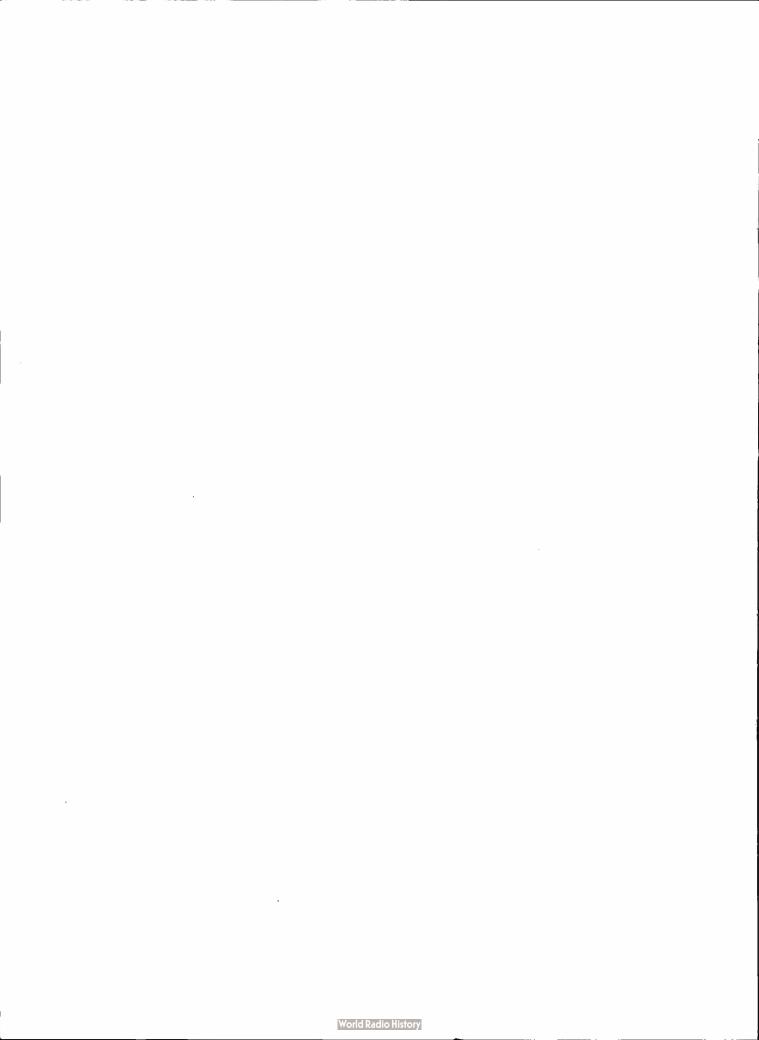
hold second place, being telegrat by mineteen stations.

Testling is reported by seventeen stations and boxing by fourteen. The other sports that are telegrat range from four stations down to one station for five of them.

Chapter I states that before the telecast begins nocessary stops of preparation must be taken. One of these steps is to decide upon the equipment required for the telecrat. This includes the number of craeres to be used. questionmaire returns gave reports of cameras used for fifteen of the minetoen sports. Table IV shows the comors listings. They renged from one comera to a maximum of six cameras. One station said that they only used two cameras because they only had two! Four strtions reported the use of only one camer. Oddly enough, these four stations used the one camers on four different sports -- football, besketball. boxing and wrestling. The general opinion, however, seems to be that one comera does not give an interesting and varied teledest for any sport. About this Dunlap says, "Immediately it was apparent that a lone lens could not cover baseball a scattered action and screage. The players looked like white flies; scempering ecroes the screen." Even when an improved

Fork and London: Harper and Brothers Publishers, 1942), p. 142.

comers was used, different shots could not be obtained. For



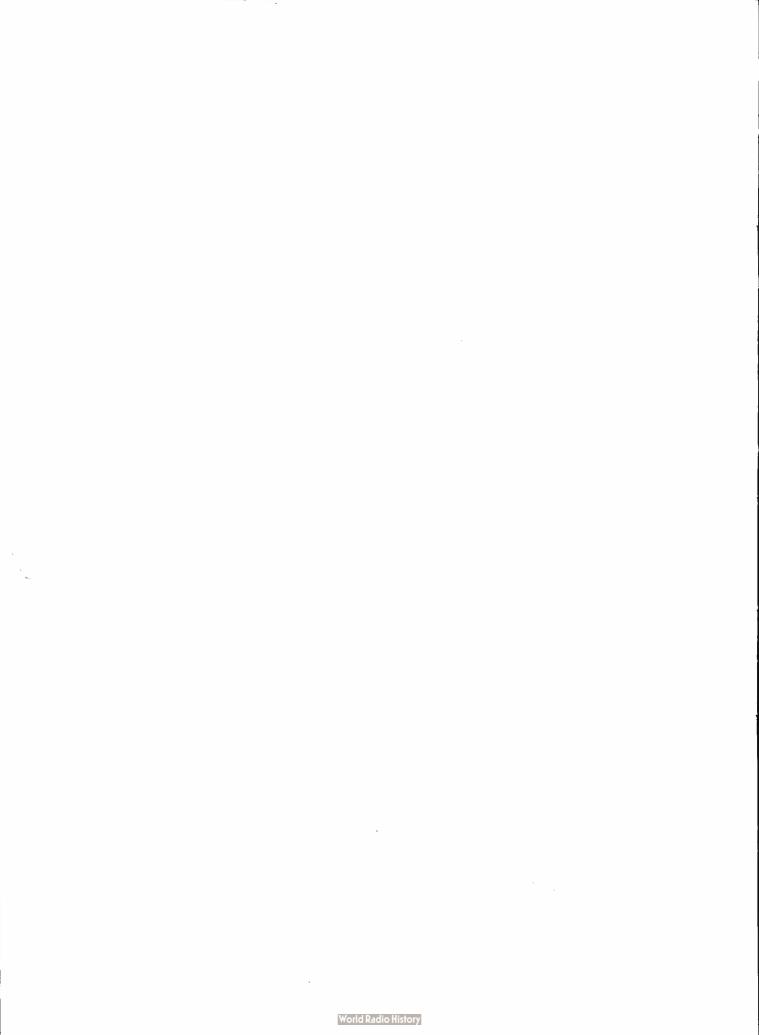
NUMBER OF CAMERAS USED BY TELEVISION STATIONS WOR THE PRORTS TELECAPT

Sport	NUDDOP OF CEREPES									
		2		ls recommendation	Averego					
Footbell	14	22	According to the contract of t	A comment						
Besketbell	1	20		C.						
Besebellse	<u>C</u>	10	no compressivamente de la compressivamente del compressivamente de la compressivamente del compressivamente de la compressivamente del compressivamente del compressivamente de la compressivamente del compressivamente de la compressivamente del compressivamente de la compressivamente del compressivamente de la compressivamente de la compressivamente de la compressiv	en som en	S.					
Boxing	I consistent and a second and a second and a second	10	E	O	9					
Trestling	I.	16	1		erinter en jage in statement in der John statement deuts jede statement.					
Roller Denty	O COMMISSION OF THE PERSON OF	0	The day in the second control of the second		S. S					
Stock Gra	0	e alexante constituente de la co		ertentrierin sinnissis laineauri kanada k	en anne					
Fockoy	0	esta esta esta esta esta esta esta esta								
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Boet Kreina	0		Q Q	Q ************************************						
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363.4% 000 Decimal of the control of	0	e company and the company of the com	The second contraction of the second contrac		TA La Continuo con acceptante productiva de la continua					
Ponnia	0			C.	The contract was a second and a					
iorse Recina	00	۵	0	0	2					

^{*} Number of stations placed in the blocks.

on one station reported using 5 cemeres.

see One station reported using 6 cameras.



nad maneria meed.

Stating to please the viewer; therefore, two or three cemeres and definite edvantige to the viewer. The objective is essentiate to not picked up well by one comere, and objective is essentiated to the vell by one comere, and objective is essentiated at the circust to the comeres are described to the property of the comeres are described to the comeres.

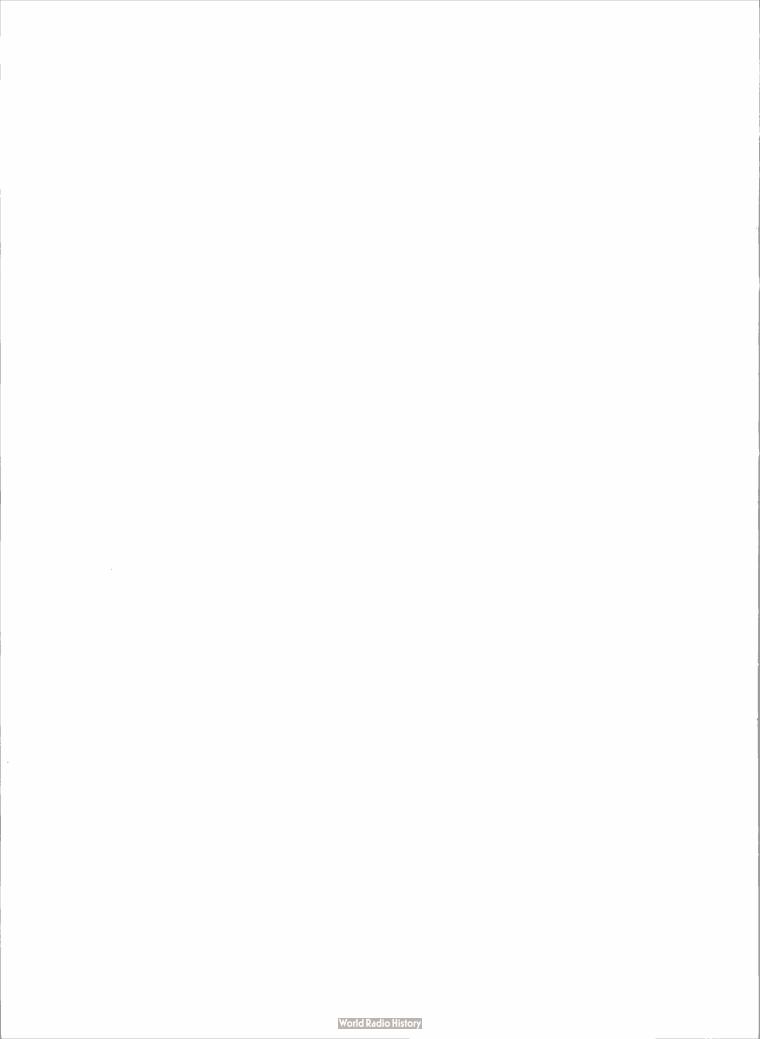
The six comercs were used by one station for the toleessting of golf. The everage number of esserts used for each
aport ere: footbell--three; beschall--three; besketbell--two;

recen--three; bookey--two; rather derby--thre; such recing-three; bost recing--two; rive number recing--two; euto recing-three; bost recing--two; rive number allo recently golf-three; tennis--three; horse recing--two. It om be seen that
elther two or three creares are needed for to eucoseful
elther two or three cameres are needed for to eucoseful
esports telepost. More can be used but ere not essential.

Along with the technical properation necessary before a successful telecrat of any aport, goes the properation that the sportsonature himself and meter. This properation naually sportsonates more time than the telecrat itself, Bud Sherman, aportsonates for station with the telecrator is to, the most important step to be taken by the telecrator is to, the most important step to be taken. The telecrator is to, the most important step to be taken.

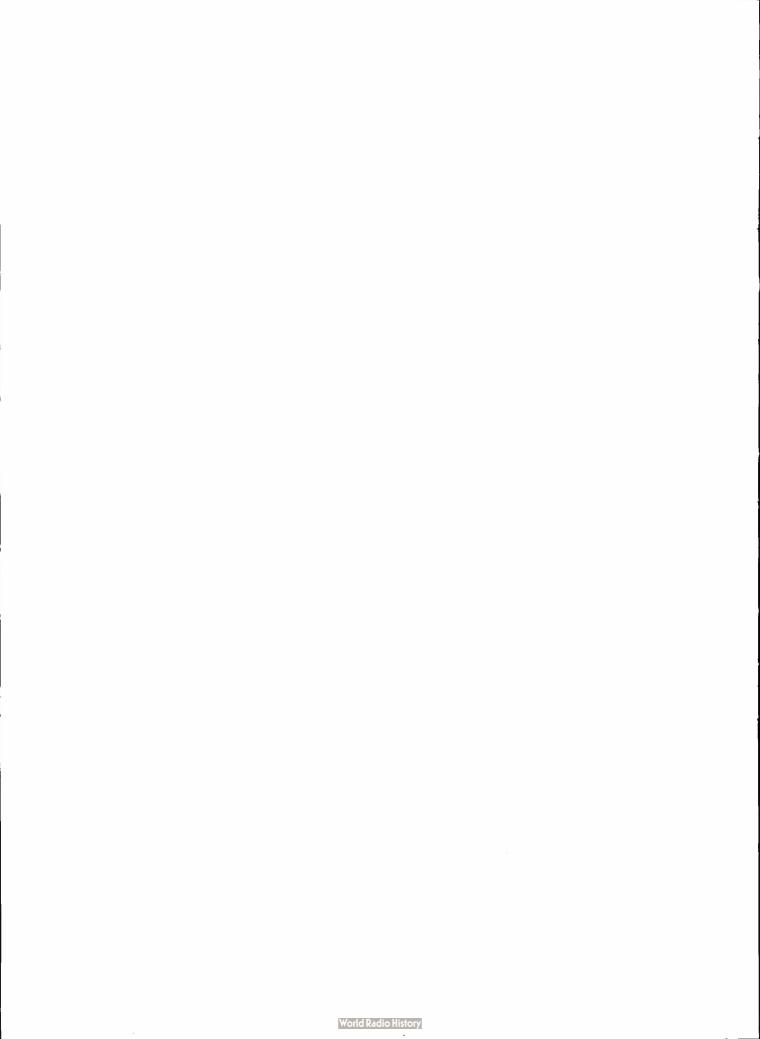
emon dom anob bebeen at dand nother; quarq end to smol

just before the metch. It is needed before ony person stitus to atereting or teleoseting of the operation to coordinate of the operate. One qualities the the vecebulery of the of the



particular sport being telecast. This includes words, expressions and terms. The aportsession must be able to use the language of the sport he is telecasting. Audiences today have come to accept this and to expect it. Another requisits is for the telecaster to be familiar with the rules of any of the aports he expects to telecast. He cannot carry a rule book with him to the event and expect to take time to look up every infraction that occurs. These two are the most important games? prerequisites for a person who expects to do any aports telecasting et all.

The pre-game preparation discussed in this chapter, however, will be the specific preparation that takes place a short time before the ectual telegast. It is the time taken to gather all sorts of information for the telegast. Primarily, it refers to the time spent by the telegaster or his steff and includes a wide variety of information. The time spent on this preparation varies greatly with each sport and each telegaster. The range is from fifteen minutes to thirty hours. The detailed number of hours can be found in Table V. The average amount of preparation for each sport reported is as follows: football--eight and one-half hours; besabell--four and one-half hours; besabell--four and one-half hours; besabell--four and one-half hours; steek car reces--two and one-half hours; auto reging--four hours; five

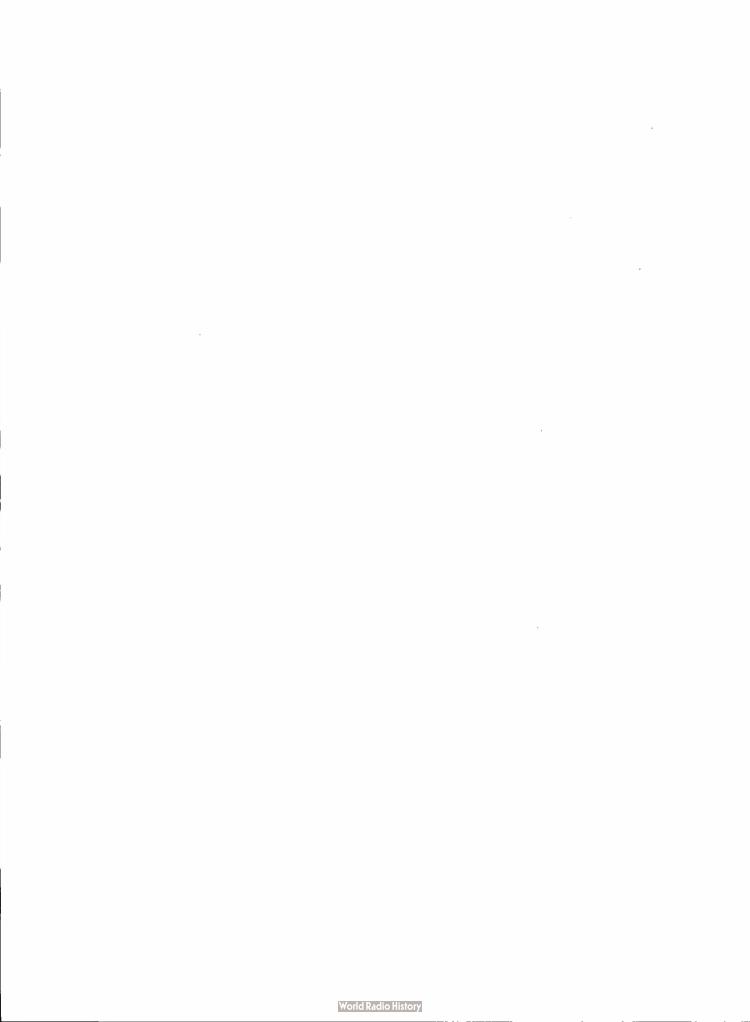


PRE-CAME PREPARATION FOR VARIOUS STORTS BY STATIONS

TABLE V

an .		Number of Hours of Pre-Gene Preparation																
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^{*} Number of stations placed in the blocks.



hundred mile rece-thirty hours; bowling-four hours; learness -- three hours; tennis-five hours; softbell-four hours.

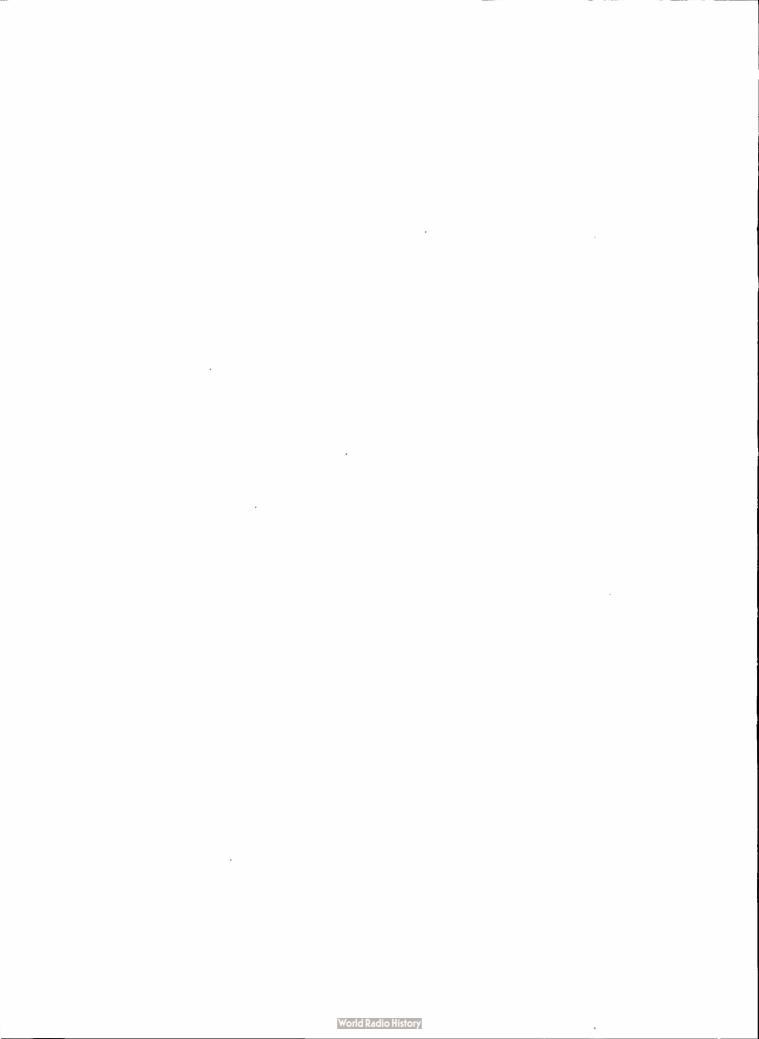
These everages are taken from the returns of the question-neiros.

information is gathered. One account of the variety of material gathered is given by Bud Sherman of WBAP-TV. He east the amount and type of preparation varies with each sport and with the nature of the event. For high school football, since it is entirely local, a lot of investigation into the hobbies and telente of the players is needed.

College football necessitates a concentration not only on outstanding performances but also a larger file of beek-ground material on players from the television station's area.

Baseball requires a constant day-by-day office compiletion of statistica, particularly about the pitebers. Batting everages and other statistical information must be kept up to date on a day-to-day basis using newspaper box scores as source material.

pro-game work them most eports because of the small number of players on each team. Some statistics, however, must be kept up to date. Individual scoring, individual and team sverages and fouls are some of these statistics.

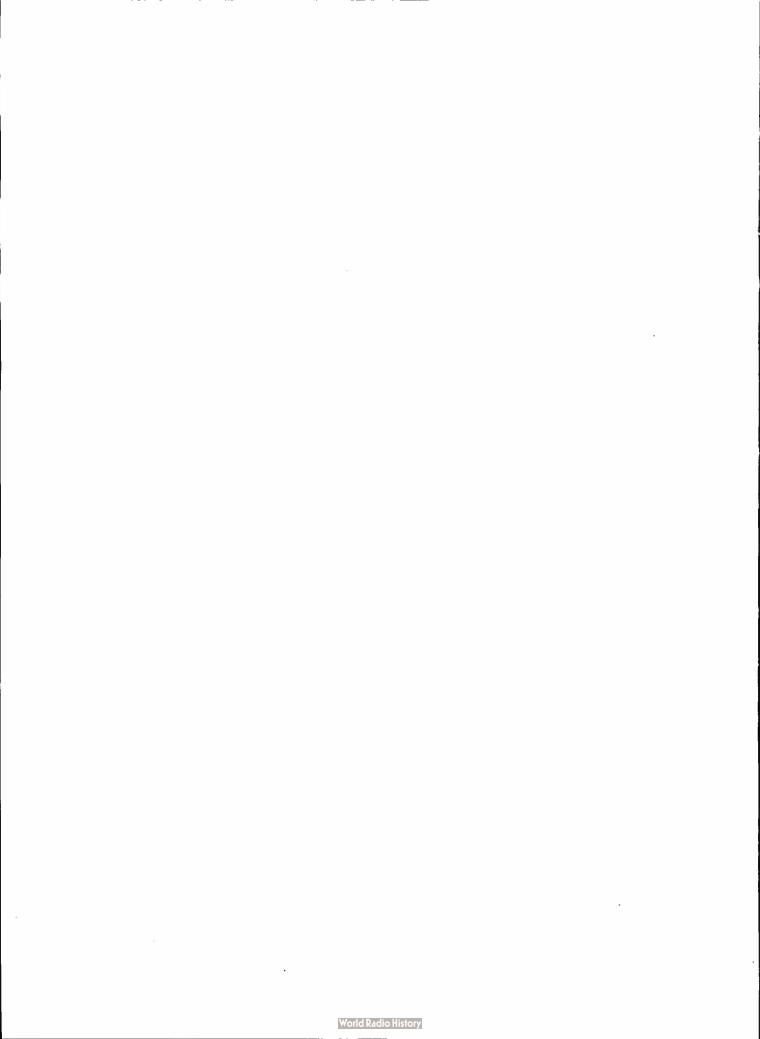


For boxing Sherman says that NBW-TV concentrates mostly on the personalities of the contestants. Naturally their records are important but since Sherman does only smaleur bouts, the records are not nearly as essential. For professional boxers, records are of greater importance.

Er. Sherman take if wrestling is a sport or just a spectacle es it seems to be on most stations. He states that it is WBAP-TV's most popular television show and that after doing wrestling shows for more than two years, no properstion is necessary. He lets the events call themselves.

he has found that the fane are interested in sidelight stories on the participants. For this remain it is important
when doing pre-event work to concentrate not only on statisties but also on the backgrounds of the individuals. He
believes that about eighty-five per cent of the work in
telecating a sporting event is in the preparation. These
comments by Mr. Sherman show the importance that the majority
of the sportscasters place upon the preparation before an
event.

Another sportsceeter, Jey Berrington, of station
ADAF-TV in Kamesa City, remarks that pre-game preparation
consists of mostly beckground on participants and team records.
He has found that viewers enjoy knowing not only the apparent
things about the ethictes but also whether they're married,



hew many children they have, what they do during the off-

Other stations report that many other matters of importance are included in the pre-game preparation by the sports staff. Such things as satting up and practicing commercials, memorising players numbers, gatting specific formations and plays used, making out scotting sharts and tags, spending time at practice and training, checking on possible line-up changes and physical conditions of the players, reading newspapers, talking to players, conferring with spotters, writing up pre-game material, investigating history of the teams and the event, inspecting the field or gym with respect to television arrangements and the preparation of background material are all important to the successful sports telecast.

when caked whether they interviewed coaches or officiels before gene time, eighteen stations of the thirty one
stations reported that they did. Some items were covered by
these interviews with coaches and officials that were not
included in the previous listing of pre-game preparation.
Such of the information covered personal opinions of the
coaches or human interest information about the players or
the coach himself. Officials were usually asked about the
interpretation of some rule not familiar to the telescater.
Tome of the points asked of the coaches were the condition of



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These, One telecters and it very emphatic that the person retaing the questions should not put the concile or efficie.

"On the epot." If the sportecester expects to receive information them these people, he such been up good reletions atth the sports breedoseter on redio, the efficient from these or with the sports breedoseter on redio, the corecine, effects with the sports and orn either "make or the total of efficient in necessary for the effects.

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the success of eny telecester. They den belp the sperts-

destor a greek deal in his ga thering of information and is above a voteso.

After the abortecester and his staff have gathered sill be necessary for an interest in the pre-gase information that will be necessary for an interesting telegrat, the frate must be recorded so that information the camber of the most of the fact of the confidence are the people that the the telegration in a notebook for hand when a fine will well information in a notebook for hand weet. They will will also put pertinent feets about a chi piever upon a spot
ting the information in a spotting device is used. If net, all the court of the court of the court of the information and it is aported in a spot in the court of the

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II. THE TELECHT

The first point to be taken into consideration for the setual sports telegast is the director. It is important to know whether the telecaster is doing the directing or whether someone else handles the job. The results from thirty-one stations who answered this question slow that usually there is mother director to handle the camera pick-up. See Table VI for these results. This merns that the ennouncer does not have to concentrate on all of the comerce but just the one that is doing the cotuel pick-up. He can them concentrate more upon his cam duties. It also means that the director om aid him in making a better telecest. One step which directors comptimes take is to have a pre-event conference. At this conforence the announcer and director can plan the telecast and talk over what to do if something unexpected happens. They om also review the last telecast and go over what might have been right or wrong. Different camera shots and styles of coverage can be discussed. Some stations reported that the director helps the amounter by looking for color and other unusual items. Even when under the stands he can inform the teleouster of coming shots from his proview ecroon. These stations state that the director should not be looking for ertistic craers shots but should watch for good shots that the amounder misees. One of the main duties

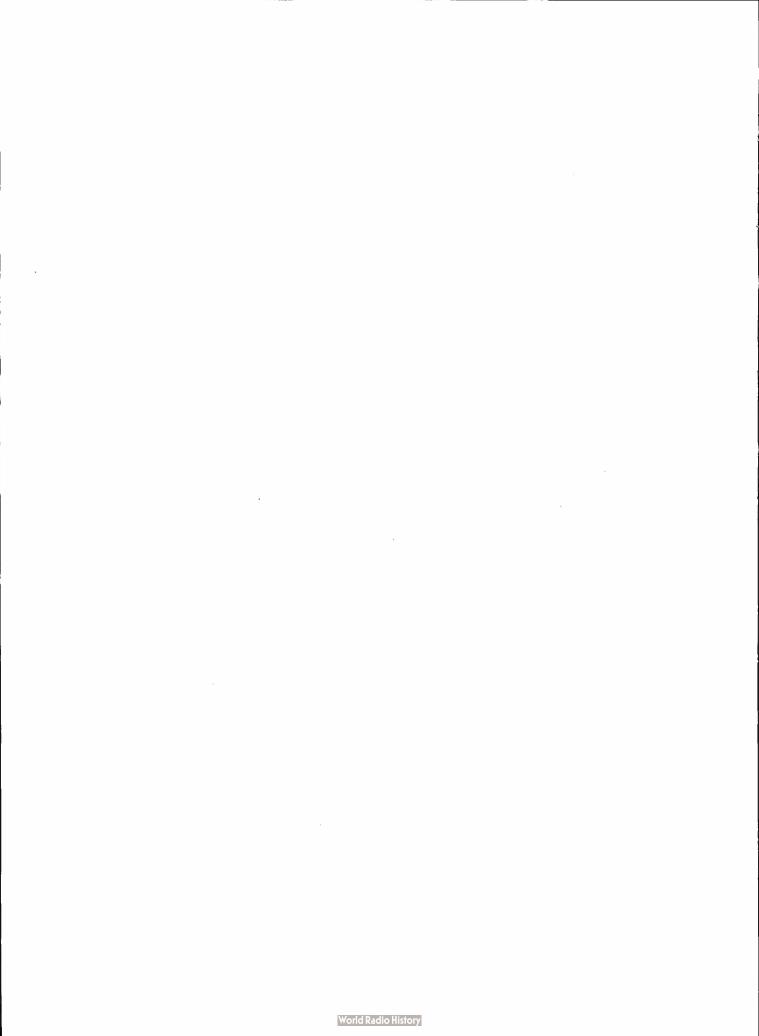


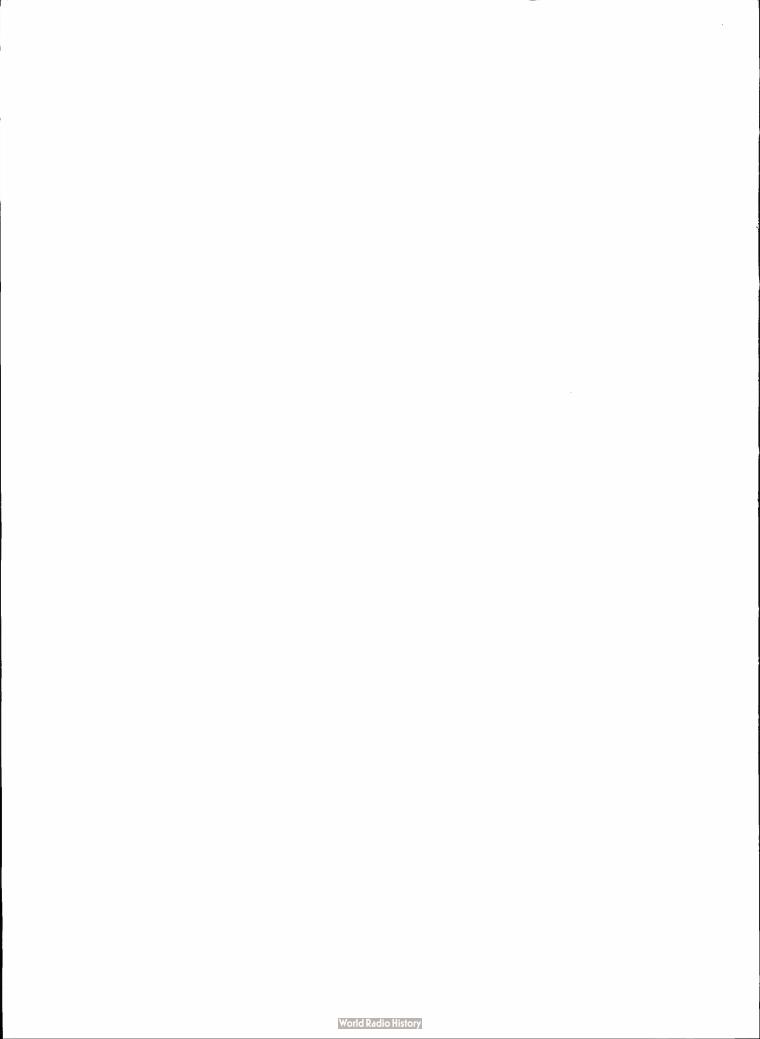
TABLE VI

DIRECTION OF CHORTS TELECACTS

tations Doing Live ports Tolecasting	Announcer 1s Diroctor	Other Director	
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WDAF-TV			
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		X	
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WCEG.TV			
W AVE-TV		*	
WOR-TV		X	
WE AR - 177		*	
90700			
TOTALS - ZC	gradely gracio ostrodor como diferió de la écolomica platece grade de la écolomica que de la écolomica de la é	ė.	

^{*} WGPO-TV slso does live telegasting, but they did not complete the questionnairs.

of Are not doing live telegesting at the present time.



listed for the director is to be able to enticipate the comora shots that will be easing up so that he knows instanteneously when to change from one creers to enother. The director must also oue the cameres so that they follow the amouncer's nerration. Most of the stations said that the director should be as familiar with the sport being telecast as the emounder. Some of the duties just listed show why that is true. Heny of the stations stressed the importance of the tessmork or cooperation between the announcer and the director. Most of the stations reporting had telephone or eimilar systems of communication between these two. This enables either one of the two to call the other's strention to an interesting camera shot that should be picked up. The director our talk to the amounter over the talephone system, and the ennouncer on mention a shot over the sir. The director will pick up the que end switch cameres. All of these points listed ere important if there is to be any coordination between the sudio and video sections of the television broadcost. It is especially necessary to work elosely together with audio and video in aports telecasting. In other types of progrems the two ere united without env trouble at all. For instance, in a dress show the lines and action go together. The same is true for veriety shows. eports telecesting, however, it is possible for the encouncer to talk chart senething that is not on the screen. It may



be on enother owners or not being shown at all. This would be very districting to the viewer at his television set. He wants to see and know what the announcer is talking about. It is very important, then, that the announcer and the director work very closely together not only during the school aports telecast, but also before and after it.

The next important question that must be decided by the sports telegaster is whother or not he is going to interview porticipents of the sport either before or ofter the event. The question was answered by thirty-two stations. Twenty-eight of the stations reported that they did interview perticipents. Only four reported that they did not. One of the stations stated that they interviewed hookey players between periods rather then before or efter the contest. Several of those enswering stated that only outstanding people in the sports field were into viewed. In telecating wrestling, interviews are extremely popular. Not only interviews of the wrestlers but else fone who come to see the mitches are out before the seroon. They usually interview fone during intermination time (the time just before the feature motoh) and efter the festure metch, they interview the winner. Other sports have seen the popularity of the wrestling interviews and have adopted them too. As just stated, elmost every station now upon the interview either before or efter the event, or match.



The telegrater of any sport has many duties to perform. To relieve him os some of these duties, he may use a spotter, It is the spotter's job to keep the telecester informed throughout the event and to keep some statistics. Such things es substitutions, who has the bell, injuries, who is the tecklen who makes the goel or score, how much is gained and many other feets are kept by the spotter and transferred to the ennouncer. To feeilitate the spotter in getting information, a spotting board is used. There are two basic types of spotting boards. The first is the pin type spotting board. This system includes a separate tape for each player. Written on the tope is the player's news, height, weight, ago, class, home town, position, and whether or not the player is a letterman. Rech tape is placed on a board under the position the player is expected to play. Fine are placed baside the tapes of those in the grow at any particular time. If a player is substituted, the pin is switched from the tape of the player leaving to the tope of the participant coming into the event. In this menner the announcer or spotter con, at any time, see the complete list of participents.

The other mein type of spotting board used is the slot type. For the slot board a card is made up for each player. The same information is placed on the card as on the tape for the pin type board. The cards are then placed in a slot for each position with the one participating on top. When a new



player comes into the game, his card is placed on the top of the pile. This type is thought to be better by the ones using it. They may that it belos the sportsesser since he can only see the cards of those playing and not everyone's card.

Electrical eystems are slee used by some stations. As a rule these boards are much more complicated and larger than the others. They are usually set up so that the spotter and the amounter have corresponding boards. The spotter pushes a button on his board and lights the information on the amounter's board.

This type is similar to the slot board. There is a roller for each position on which tapes are placed. On these tapes are the sense information about each player as on the other boards. The rollers are placed under a slot which shows only one player at a time. Thus, the roller type also shows only the players participating at any given time. This roller type, however, is more complicated to make and usually takes up more space than either the pin or slot board.

Spotters clacked pile announcer to keep statistics up to date during an event. Most telegesters keep some of the statistics themselves but cannot find time to keep them all. The spotter must keep some of them system for the sportscaster at any time during the telegest. Some sports announcers prefer to have a separate men to take care of the



etatistics. Whatever method is used by the term doing the telegrap, it is important that the ennouncer get the statistics that he wants when he needs them.

Twenty-three of the television stations doing live sports telecasting use spotters. This is reported in Table VII. Only nine stations said that they do not use spotters. Out of these twenty-three stations, thirteen gave a preference for the pin type spotting board. Four of the stations use the slot type and three the electrical board. Only one station reported using the relier system. One station said that they use merely a card system and another said that only a scorer is used for beseball. Some stations use more than one type of board.

Enturelly the spotters job varies alightly with the sport, but there is essentially the same objective. The objective is at information to the ennouncer in the quickest and essiest memor.

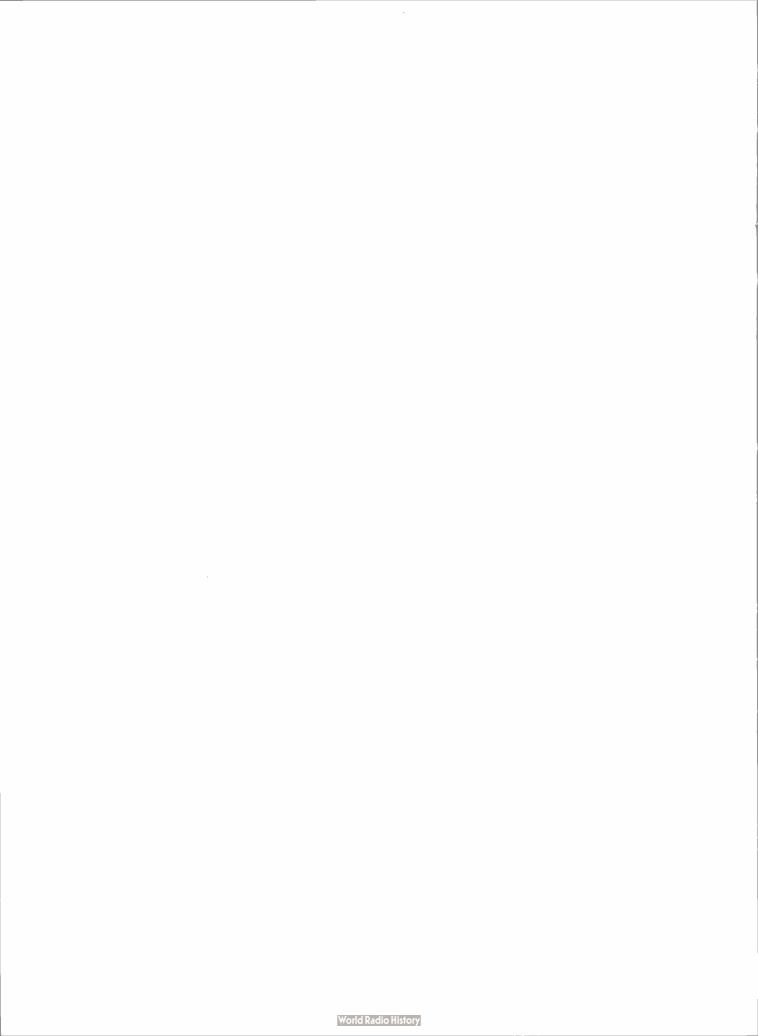
The television sportseaster together with the director must decide whether or not the esseres are going to show the telecester at any time. If there are interviews before, during, or after the event, the telecester will be shown at these times. Often times he is shown during the event too. This must be decided before the content takes place. In enswering this on the questionnaire, tirty-one of the stations reported that the sportseaster was shown by the camera

World Radio History

TABLE VII

UCE OF SCOTTERS ON SPOTTING DEVICES FOR TELEVISION SPOTTSCATING

tations Wing Live Wolcosting	Number Veing Spotters	Number Veing Fin Beerds	Number Veing Slot Boards	Number Coing Other Davices
and the state of t				
51	23	15	4	8



at some time. Table VIII shows this. Some of the returns stated that the announcer was shown at different times. Twenty-one of the stations reporting show the telecaster before the game or match. Most of these are during interviews or pre-game line-ups. Twenty-one stations also reported that the announcer is shown during pauses or time outs. also includes half time, quarter time or between matches. Some of these times include interviews and others are when the announcer is giving team background or color. Fifteen stations show the telecaster after the game or match mainly for interviews and recaps of the event. Only six stations, however, show the announcer during the event. This shows that the event is of greater importance than the person who is telecesting the event. The action on the field or in the gym is the subject of the telecast and should be broken up es little as possible. The fan wants to see what is happening rather than the ennouncer telling about it happening. figures show, there is a trend toward showing the telecaster. For the first few years the telecaster was never shown unless he was interviewing a celebrity, but today he is appearing oftener and oftener on the television screen.

One of the greatest problems for the sports telecaster is how much to say and when to say it. Methods and styles that were used on radio have had to change for most of the sports. An example of why this change was necessary is

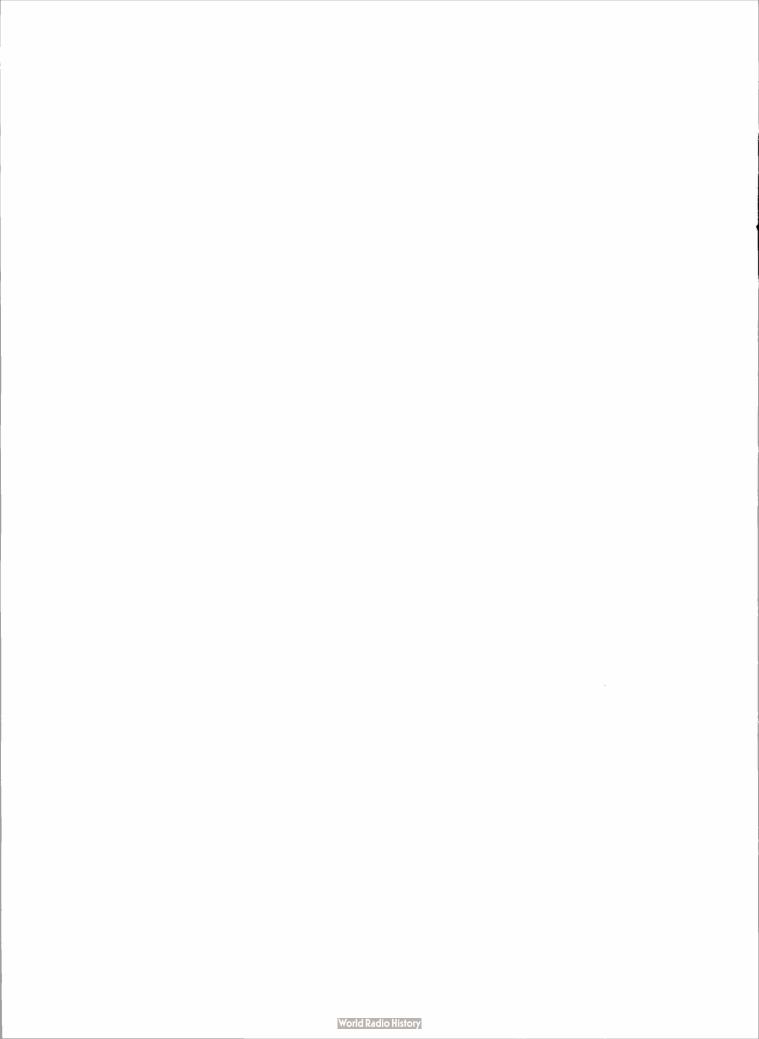


CAMERAS SHOWING THE AMNOUNCER IN TELEVISION SPORTSCASTING AND TIMES SHOWN

Stetlow BKC-TV VIX-TV VIX-TV	Station Charing Announcer Yes	Befor Ocne Yetsi X X	e Proj or /ad	100	A£ Ge		During Orme or Neich
BKC-TV TX-TV VZ-TV	Announcer Yes	O mae	or And	S. C.	Ge	no or	Ormo or
AX-TV JZ-TV PIL-TV	Yes Yes Yes Yes Yes Yes	X X		X.			
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AX-TV JZ-TV PIL-TV	Yos Yos Yos Yos	X					
# 7 2-17 # 7 11-17 ##77	Yos Yos Yos						
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	Yos	Ä		A.		X	,
				X			
FDAP-TY	"SUF you was			X			•
KIZTV	Z 43 65			X			
CI-TV	Yes	*				X	
TY-WAR	You		lay Tim	9			
BAL-TV	Yes	X	78"	X		X	X
PTOP-TV	Yes	X		X		*	
444	Yes	X		X		F.	X
VETP-TV	No						
KRID-TV	Yes						
VT-SA BR	Yes	X		X		X	
KPRC-TV	Yes	X		X		X	X
Section 1	Yos	X					
777	Yes	X		47			
NIAC	Yes	X				X.	
CRS-TV	Yes		Depends	on	Sport		
6732-TV	Yes		seldom	74-17-1	- W		
TT-170	Yes	X	The space with more deposits			X	
TON-TV	Yes	X		X			X
FOR-TV	Yes	acre-		X			÷ -
KEVI-TV	Yoses						
TEAR-TV	Yon	X		24			
BAR-TV	Yes	X		X		X	*
0	Yes	X		X		X	
HEBR-TV	Yes	X		X		9 , 5, 4, 2, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4,	
WANS-IA	Yes	X		X		X	7
BAM	Yos	X		X		X	<i></i>
55F0-TV	Yon	X		X		X	
POTALS	31	21	edecetteridi nya47menloutrakajistoopi	21	and the state of t	15	

The word of the cuestions of the cuestio

These stations did not report specific tiess for showing the amounter.



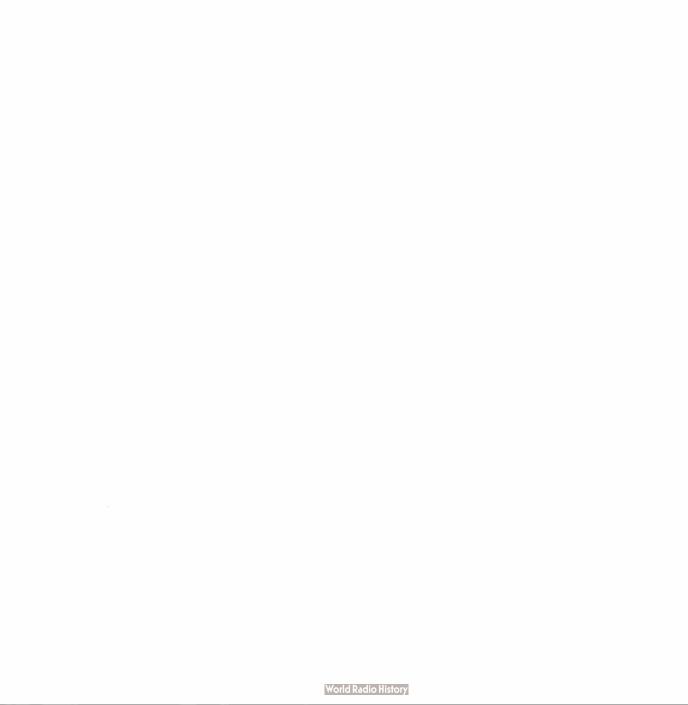
explained by Butchinsons

In an early experimental broadcast a special boxing bout wes steged in the studio for executives of the broadcesting stations, the managers of the contestants, important figures in the world of sport, and merbers of the proce. A top flight commentator took over the microphone and the match started. Wo. one anticipated that day what was to happen though we might have, had we projected curselves only alightly into the future. The gong sounded, the contostents come into the center of the ring, and one of the boxers promptly punched his opponent in the eye. The recipient of the blow took a lusty swing end missed. This all beppened in less time them it takes to tell. How often have we read and heard Here we saw it happen, for the amounter in is best redio style went on something like this. There goes the gong--the two men come out of their corners, they sper for a minute, they are just feeling each other out--och--a left jeb to the eye--a becuty! What setuelly happened was that the blow wes struck while the amounter was reging the two men came out of their corners. This procedure went on throughout the broadcest and when the sotion was repld the announcer was from ten to fifteen seconds behind the retion.

Most telegasters have adopted the technique of explaining the picture to the audience, pointing out things that
see not too clear or that might be misunderstood by the
viewer. One telegaster says that the less telking that is
done by the ennouncer, the better. He is of the opinion
that the announcer's voice is districting to the viewer.

Thomas H. Butchinson, Here is Television (New York: Hestings House, 1950), p. 210.

This experience showed how different sports are when presented to the sudience through a television comers.



Another states that the sportscreter should only identify, orientate or amplify the action of the sport being televised. Thenty-five of the stations reported that the telecaster telks at some time during the event. Five other stations said that it depends upon the event. The majority of the ennouncer's description, though, comes during pauses, time outs and when there is a built in the action. At these times the ennouncer can give any pertinent information. Identification of the players and telling some of the interesting facts about each individual is practically a necessity for any successful sports telecast.

is very important to the sports telegrater. This is the time when the telegrat could lose interest to the viewer so the announcer has an important duty to perform. One of the main subjects of conversation at this time is the commercial sponsor. The second important subject as reported by test of the atations is color of the game. Many stations move the cameres about to show the crowd. Often the amnouncer can pick out people of 1 portance so that the sudience doesn't miss them. The game or event is often recepitulated. Background on the players and terms is given. Scores from other events can be reforted at this time. Other topics stationer interest on players; events in the future; records of the teams and players; oddition; current or past items of

interest; and the band if one is present at the sporting .

During helf time, time out or between metches the seme problem is present. The mnouncer again has the job of keeping interest. Early of the stations do this by having interviews of noted personalities who happen to be of the event or perhaps have arranged to be there for the purpose of on interview. Even members of the tesms competing in the event are so ettres interviewed during half time. Esturally, again commercials take up so a of the time. During helf-time in foutball, special festivities take place. Trees are followed by the enmores and commented on by the ennouncer. This usually takes up most of the half time. other sports there is usually nothing scheduled et this time and it must be filled by the announcer and comersa. The emounter can recep and analyze the game. Sporte demonstrations om be given by en export. The camera very often picks up the telecaster who might give an interesting ancodote pertaining to the sport being 'elegat. Bost of the subjects that were listed for times when there is no setion are applicable here also.

Many topics are presented during the telecast by the emmounder. It is his job priverily to identify players and action and to amplify certain bits of action or strategy that might not have been understood by the viewer. One

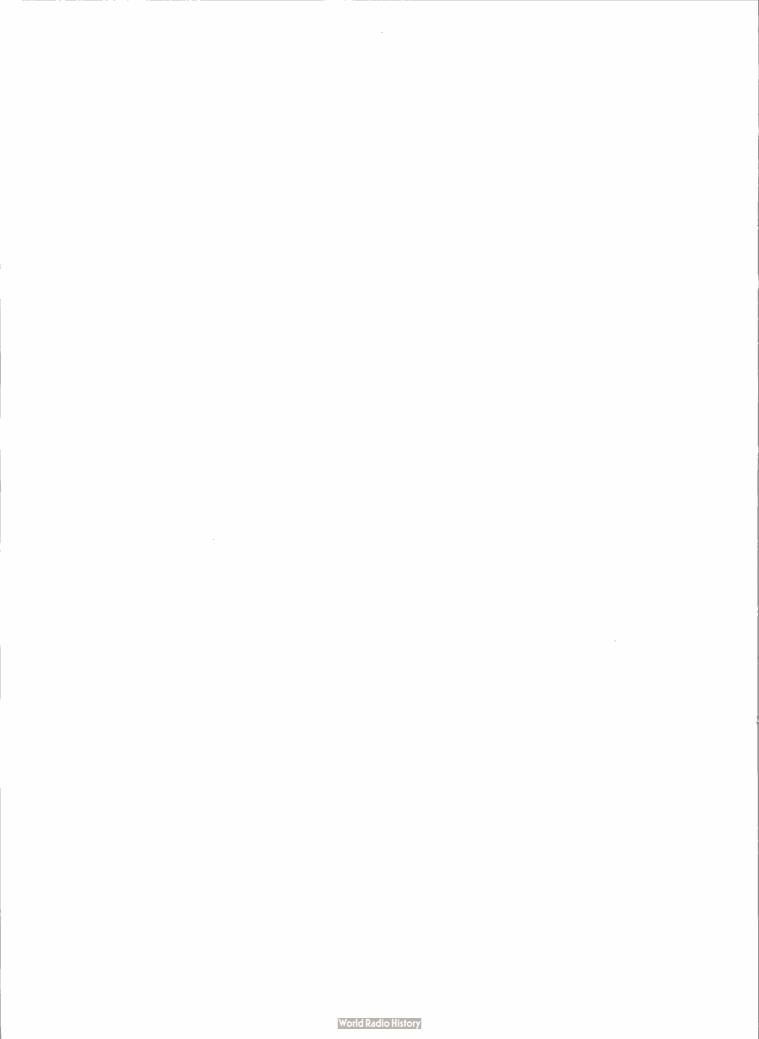


clopedie to the person watching the sport. The amouncer should have all partinent facts and information about the sport being telegart. In fact, one sportscaster stated that the amouncer should have a great deal more information than he would ever use. This is necessary because the amouncer never knows just what facts and figures he will need. The more information he has, the better the telegast will be.

This does not mean that the amouncer must give out this information all during the telegast like a machine that can't be shut off. Only when something is not clear or when more information might add to the interest of the viewer, should the telegaster attempt to describe or amplify.

III. GENERAL INFORMATION

The majority of the television stations use the announcer's limited amount of description for sports. Inother type of television sports broadcasting is a simulacet. Doing a simulacet is when the announcer broadcasts the sport for the radio and television sudiences at the same time. It entails a complete description of the event by the announcer. Then asked whether a simulacet was favorable or unfavorable, fifteen stations reported that it was unfavorable, eight said that it was favorable and eight either had no comment or had never tried it. Mr. Charles Tapley, aports



director of station WBRC-TV, said that they tried a simulcast only once and were practically ridden from town on a rail.

In Ames, Towe. Mr. Dale Williams, sports director, reported that after doing the girls state b sketbell tournement, they asked how much description was wented. The results were one thousand to zero in favor of the complete play-by-play. They said a simulate was easier to follow in basketbell and football.

year they telegest the Nebreska University football games as an experiment and the radio play-by-play style was very successful. ETTV in Bloomington, Indiana thinks that a simulated is very fivorable. The only problems are the commercials. They are given easily over the radio but usually switch to the studies for the television commercials. Another favor ble reaction is presented by ESTZ-TV in Numbington, West Virginia. They find it very successful because their play-by-play man is fast enough to occurately keep up with the action. Unless this is true the television sudience will suffer.

other stations commented that a simulasst was favorable, but edded no further information. Most of the stations who did comment made it clear that to do a successful simulatest, the announcer must have the right technique. He must



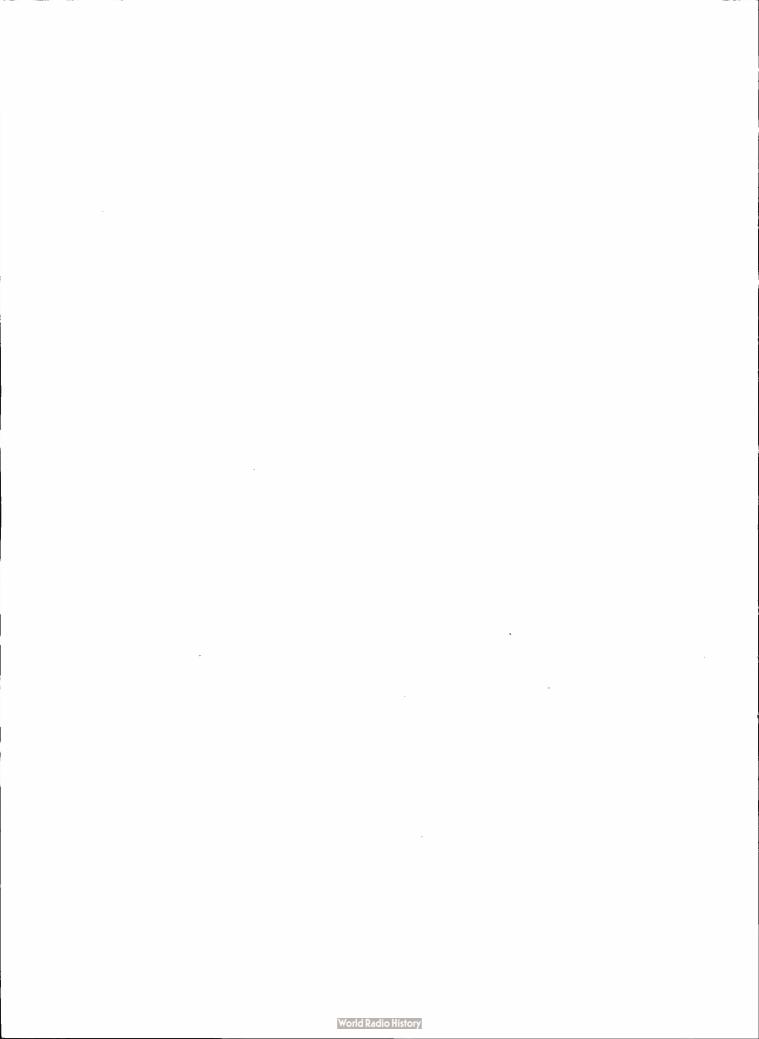
.

be cuick enough to stay on top of the play throughout the event. It is not possible for him to log behind the setion since the television audience is watching what happens too. This makes the telecaster's job even more difficult. The spotters must be on the job to keep the announcer supplied with the information that he needs.

It is interesting to note the differences in style and technique between radio broadcasting of sports and telecasting. It must be remembered that many of the sports telecasters did radio broadcasting before doing telecasting. This qualifies them to give a valuable judgment.

the fact that in radio the announcer paints the pictures, and in television, he explains details of odd nature. Station WATV in Newark, New Jersey, says the cost is greater, more personnel is needed and different techniques in announcing are used. Many stations stress the fact that in television the ennouncer must be accurate, but he has more time to be sure of his facts. This is true because camera action keeps the program alive when there is no voice. In radio the announcer has little time to check on facts. He cannot pause to look something up and leave dead air. The voice is of prime importance in radio. When it isn't there, there is nothing. Television has sound and picture.

Stations report that there should be less descriptive

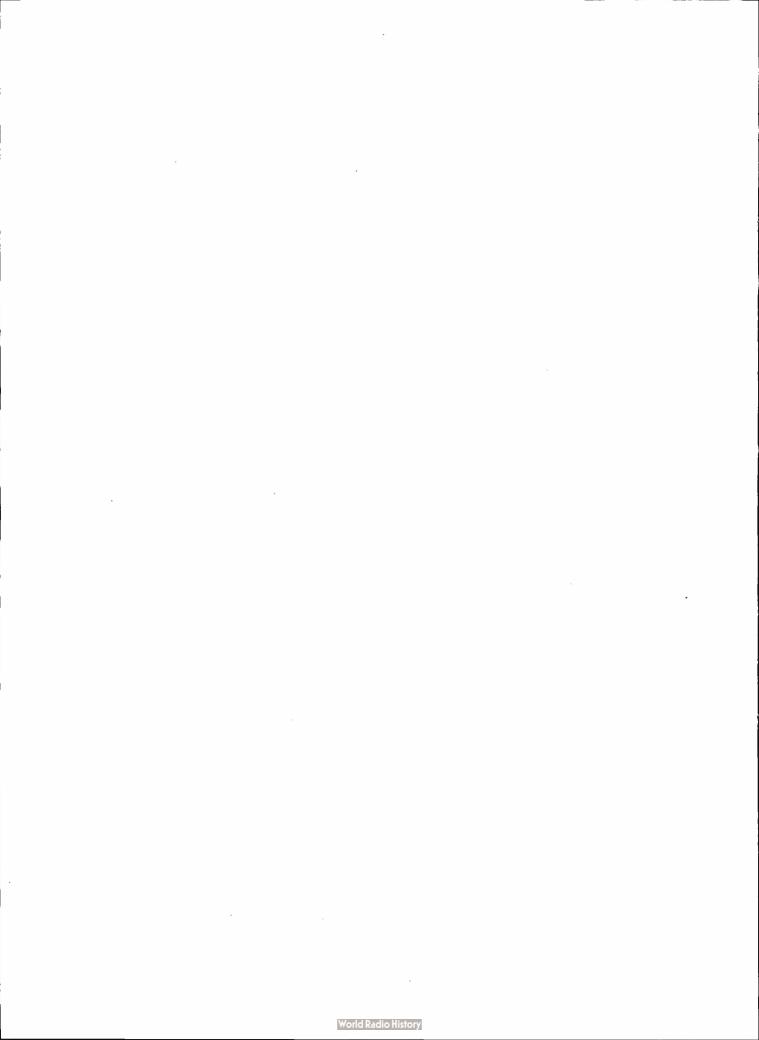


wordege in television and more pointing up of strategy. The approach is such more intimate since the teleorater and the viewer are both seeing the same event. The announcers feel that a spertagest sust be accurate and factual. A viewer watching the game cannot be told that something he sees is something else. On radio exaggerating and coloring of the event can take place and often does. Another reason for the informality of the teleosatis the fact that the viewer is comfortable and at ease in his living room. The teleosater must conform to this pattern.

The mejority of the sportsersters also feel that they must be coreful not to insult the intelligence of the person who is wetching. In other words, the obvious must not be described!

for the fen. Esny stations have remarked that the amounter should not talk too much. If he does, it amoys rather than interests the person wetching. The primary duty of the sportseaster, then, as given by the majority of the stations, is to only supplement the camera.

The verious telegators size made come interesting comments that would be valuable to a person who intends to so into the field of television sports. The importance was stressed of having a full knowledge of the sport that is to be telegat. Er. Bernie Bracher of W/VS-TV exphasizes this



when he says;

For a person entering tolecating of sports, it is understood that a thorough knowledge of sports is essential. Other than that I'd hope I had a good vocabulary and glib tengue (To me it's herder to speak infrequently as in TV, then to hold a running commentary as in radio.) A quick verbal response is mandatory--you have to stay sheed of the crowd and the picture.

Dick Gottlieb, sportscenter for station %PRG-TV seys:

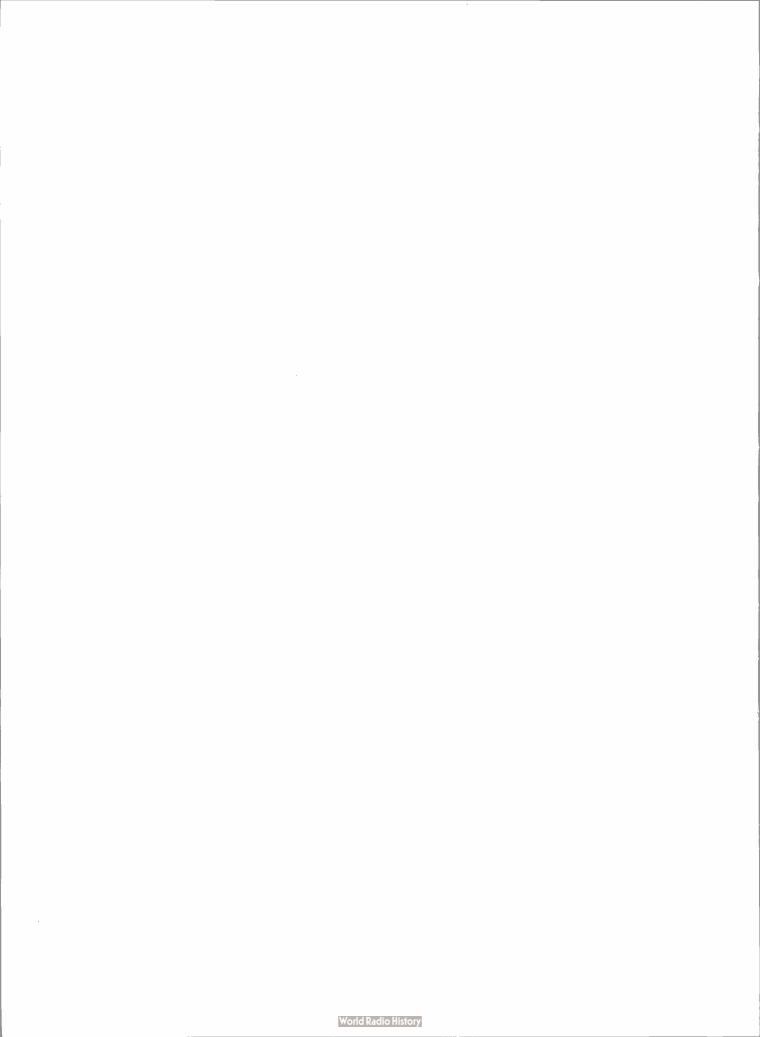
Be friendly and engaging as if you were in the room with the viewer, but at the same time be matheritative... Heap a wary eye on the TV monitor. It should be possible to call a major portion of the game by just watching the set.

The eports director of station WOF, Jack Payme, thinks that the most important training for a sportscaster is theory courses in college on the different sports and actual participation in the sports.

Bob Swysgood of station TRY-TV emphasizes that:

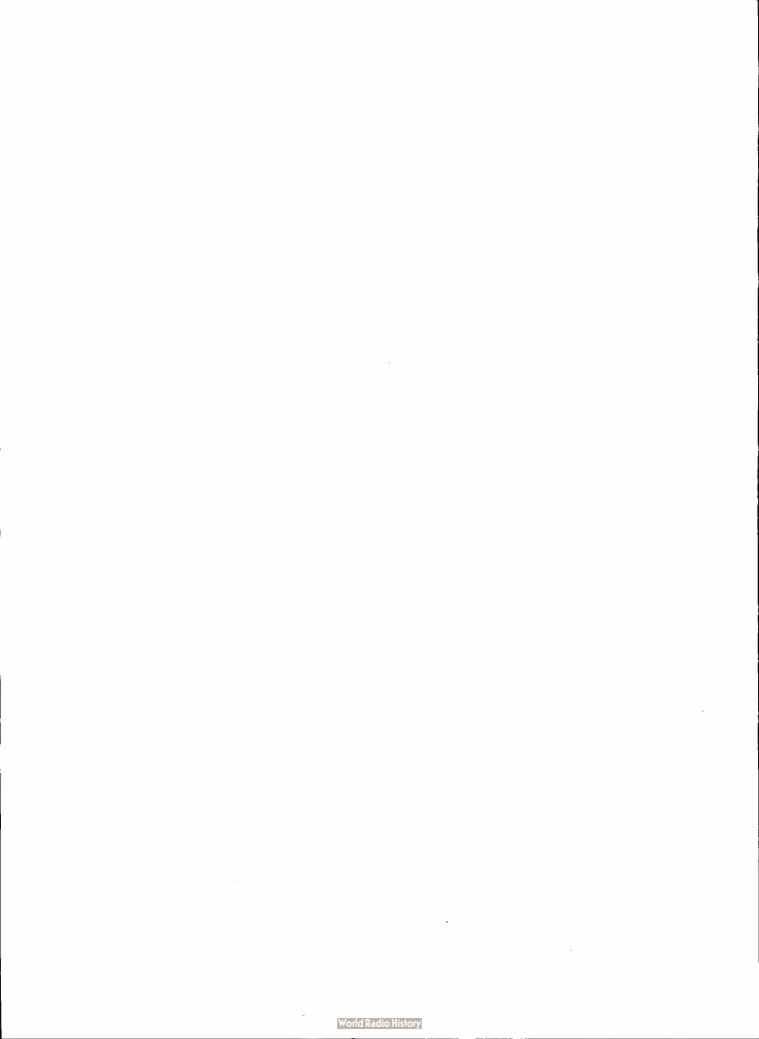
Sports fens ere the most authoritative and criticel viewers and listeners in the world. To televise
baseball, you must know the same thoroughly. A
skilled knowledge and avid enthusiasm for sports
must be combined with mulek reflexes and a learned
sense of artistic production values. There is no
short out to being a director, for example. This
is true especially in sports where an apprenticeship in the same and as a camerman is best.

Probably the two points stressed most by the many stations were a thorough knowledge of the sports and for the sportscenter to give the true picture. Many commented that a phony can slways be picked out. In television where the fan sees the game too, it can't be built up to be what it isn't.



Since the writer thought it would be valuable to have a list of the sports staffs from the various talevialen atations, this list can be found in the Appendix of the study. They are listed elphabetically by station. To the writer's knowledge, no list of this sort has been made up.

The important items were covered in this chapter. The importance of pre-geme properation was atreased, the subject and amount of reporting that the announcer does and other parts of the actual telegast were discussed. Also, comments were reported on the differences in technique between radio and television sports broadcasting and information valuable to a person hoping to go into the field of sports telegasting was listed.



CHAPTER IV

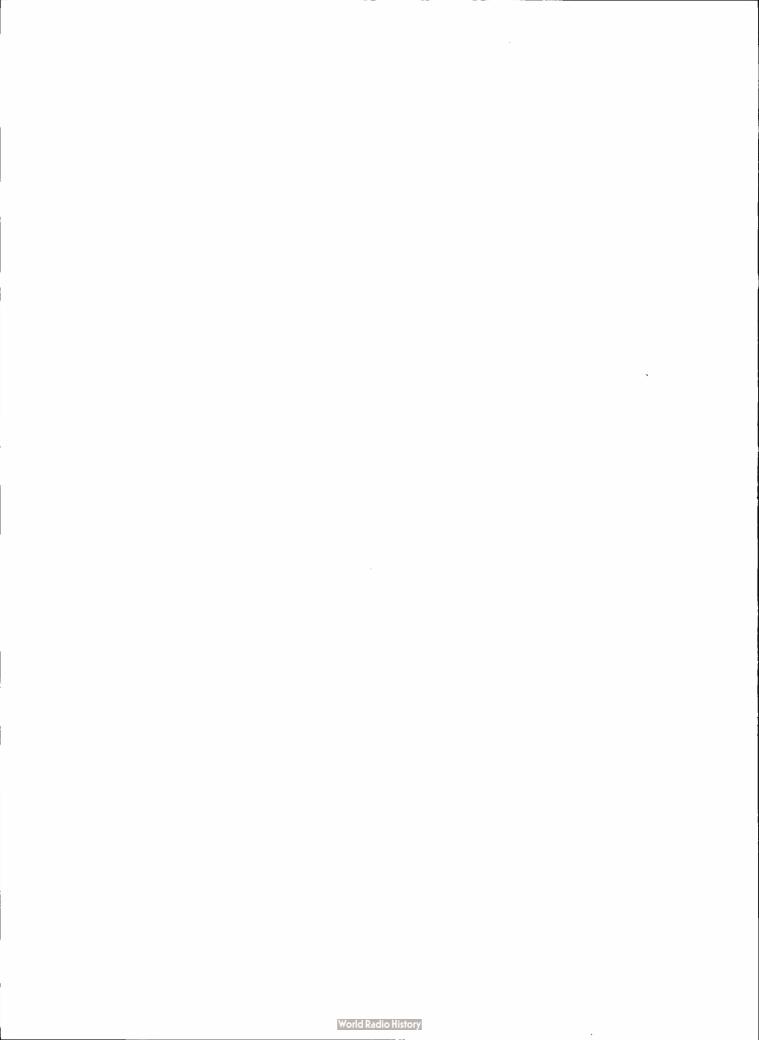
STREAMY AND CONCLUSIONS

The purpose of this chapter is to summerize the findings of the study and to list the conclusions that can be resched.

Example. In Chapter I it was noted that the word television originated when a French librarian was filing material on the electrical transmission of pictures. Three names were given to this process and the librarian invented "television" to cover all three. This was an unusual beginning for a word that has become so popular today.

Definitions by many of the writers on television were listed and discarded as being too eleborate. The definition then presented was: the transmission of active pictures electronically. This simple definition was felt to include enough for the purpose of this atudy.

Vision were given in Chapter I. Some of the outstanding ones will be reviewed now. Prictional electricity was discovered in 840 B. C. This opened a new field for scientists to investigate. After a great deal of theory work and experimentation, the first machine using this new type of energy was developed. The machine was the sir pump invented by Otto von Guericke in 1650.



From 1880 until 1800 many discoveries were made in the science of electricity. Meetrical transmission by homp line and the voltaic call were two of the most important discoveries. Eany great scientists were born during this same period. Franklin, Volta, Morse, and Fareday were four of the most important.

In 1827 the first "microphone" was constructed by an Englishmen, Charles Wheatstone. Its purpose was to amplify weak sounds. During this same period Horse began to experiment with the telegraph and in 1844 he began operating the first telegraph line.

As early as 1856 decigns were sent by telegraph. The first transstication was used in 1858. Experiments—tion was started on the wireless in the 1860's, and Bell invented the telephone in 1875. Communication was progressing repidly.

Directly related to television were the discovery of the properties of cathode rays by Crookes and the invention of the television scanning disc by Paul Hipkow. Both of these heatened the development of television.

Herooni etertled the world in 1895 by sending and receiving the first wireless signals. During the next few years Herooni kept experimenting and improving the wireless until it crossed oceans and mountains and became one of the greatest sefety devices on the ses. Pessenden, another



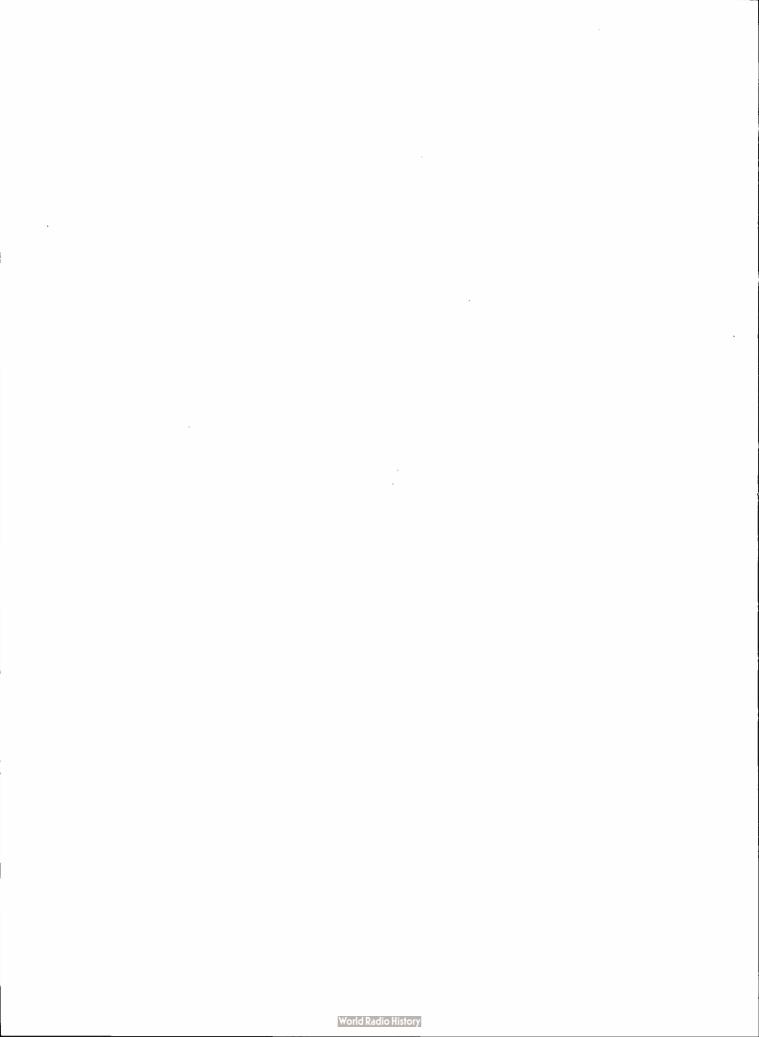
wireless experimenter, sent the first voice by this means and radio began. Marconi predicted that a "visible telephone" was possible, and Sarnoff outlined a system of public broad-caste using a "radio music box."

The first experimental radio station was operated by Do Forest in 1916. The pioneer station of the world began broadcasting in 1919. This was station SAK later to become NUKA in Pittsburgh. Meny other stations opened, and the first network broadcast took place in 1922.

During all of this redio growth, television was growing too. In 1923 Dr. V. K. Zworykin had a complete television system working. He used a kinescope picture tube and
the iconoscope pick-up tube. Baird and Jenkins in England
were working on mechanical systems at the same time. These
mechanical systems used variations of Mipkow's somming dise.
Perneworth in America filed a patent for an electronic television system and the Bell Telephone Laboratories demonstrated
wire television. The first transationatic television took
place when Baird's mechanical system televised Mrs. Mis Howe
in London. She was seen in Hertsdale, New York,

Back in the United States station WOY started the first regular program schedule. Three days each week programs were sent from Schemeotody, New York. In 1928 they telegest the first complete dramatic show.

The Bell Telephone Laboratories demonstrated a very



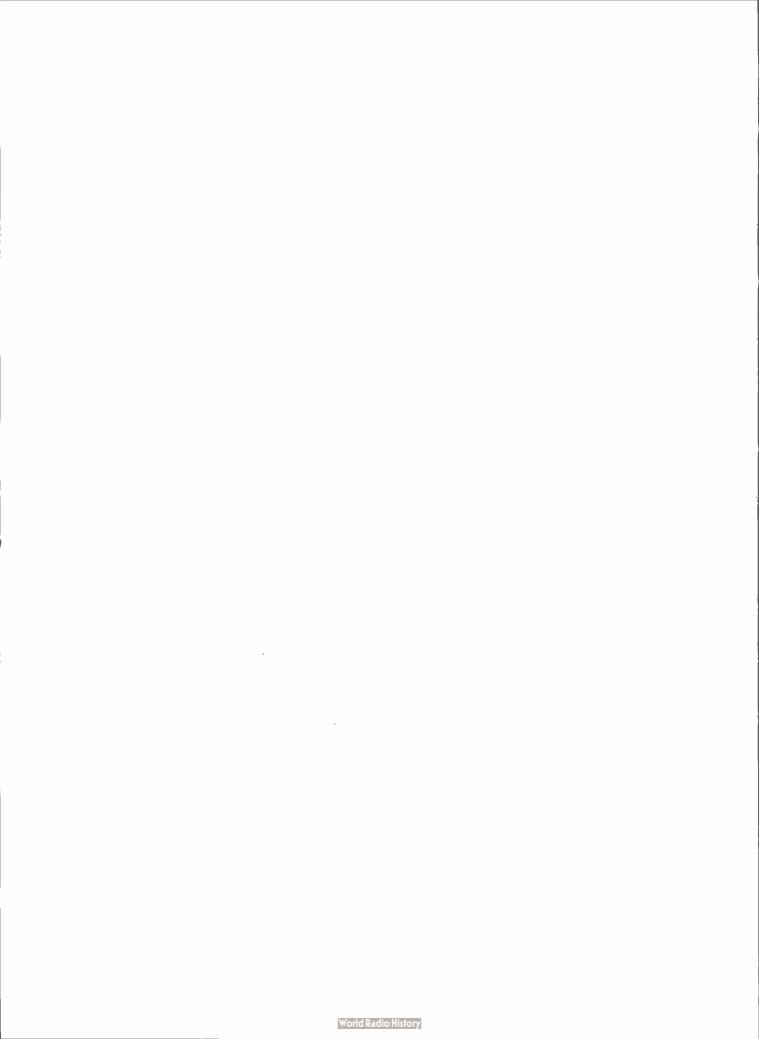
received was about the size of a postage stoup. The picture used and the length was only from one end of a room to the other. This was a start for future developments, however.

Five experimental stations were telecosting by the end of 1931. Three of these were in New York City, one in Schenestedy, New York, and the fifth in Los Angeles. All of those five stations used some variation of the mechanical scenning system and were off the sir the next year due to the limitations of this system.

The British government suggested in 1935 that a short wave television system be established as a public service and the all-electronic system was used. In 1936 a regular schedule began from Alexandra Palace in London.

States. The first cocxiel cable between New York and Philadelphia was opened for tests. Different sized screens and different pick-ups were demonstrated. The Federal Communications Commission started hearings in 1886 on the future of television and ultra short waves. R. C. A. began million deligates tests from the top of the Empire State Building.

Two important steps were taken in 1937. First, Dr. Sworykin invented the electron projection gun for scaming and second, the N. D. C. mobile television unit appeared on the streets of New York City for the first time.

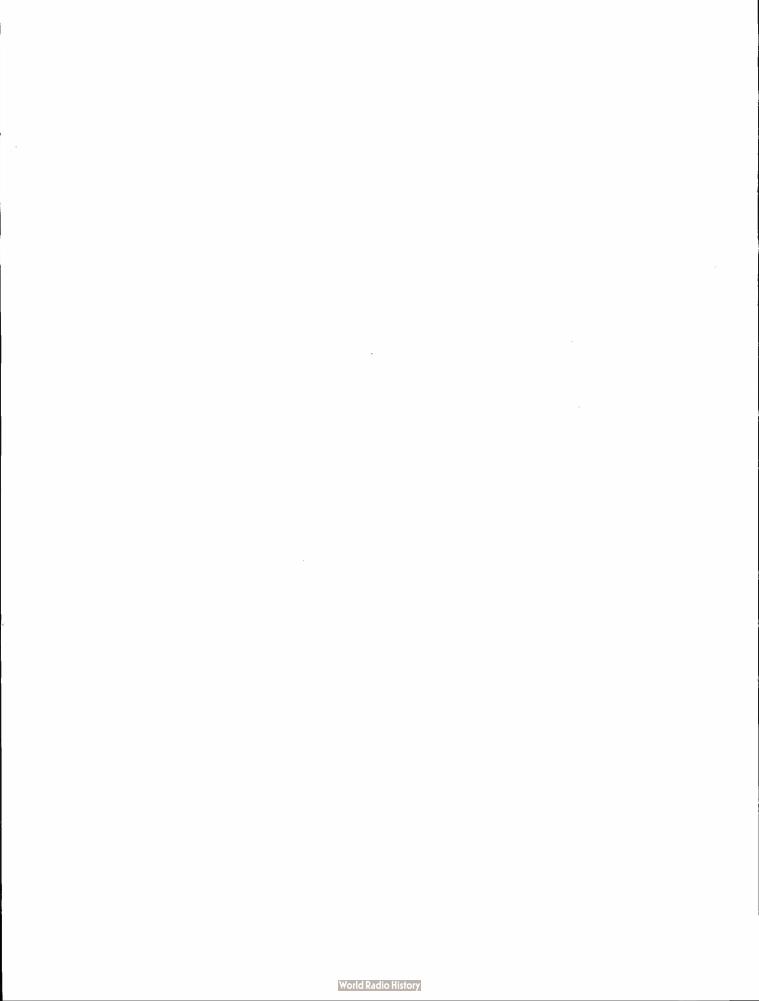


In 1938 David Sarnoff, President of the Radio Corporation of America, caused a great deal of interest when he announced the public sale of television sets at the New York World's Fair the next year. With this ennouncement came the real beginning of television in the United States. Regular schedules were started again in New York and Los Angeles. Zenith also started television was approved in July, 1941, by the Federal Communications Commission. Twenty-one stations were licensed in the United States.

however, was interrupted by World War Two. Materials and manpower became scarce and most of the stations discontinued service. The Radio Tachmical Planning Board was formed to help the industry in future planning. They submitted their findings to the F. C. C. in 1964. Cooperative telecesting was the result. One of the three New York stations telecest programs every night of the week for the rest of the wer.

After the war, many new inventions and improvements on the equipment being used gave television a new growth. The scientists again went into the laboratories to work on color television. In the near future it is hoped this will become a reality.

Sports have been popular on both radio and television. Radio aports have a definite bearing upon television. Hany



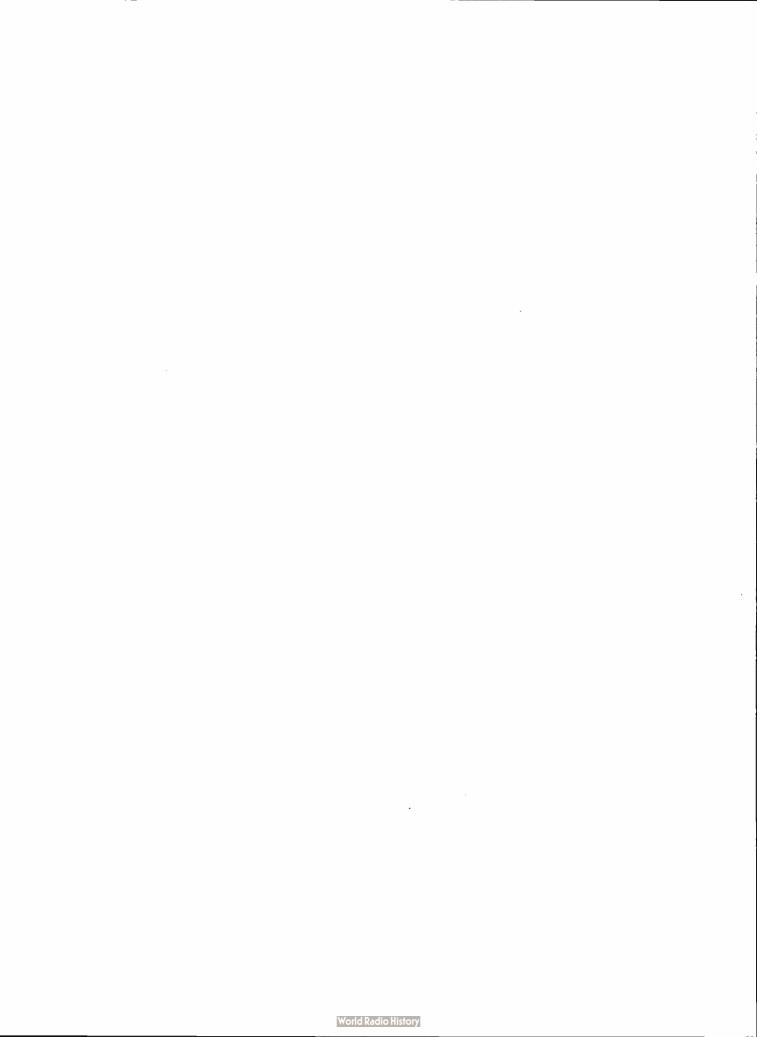
of the methods used in radio have been carried over either in part or whole to television sportsonsting. Many of the radio play-by-play summanders have switched to television for either part or full time.

described in Chapter I. The first sport to be carried by redio was boxing. This was in 1921 by KDRA in Pittsburgh. The fight was between Johnny Roy and Johnny Dundes, and it was held in Pittsburgh's Motor Square Carpontiar bout from later station VJY broadcast the Dempsey-Carpontiar bout from Jarsey City in Max Jarsey.

a great deal of interest was shown in the first two sporting events on radio. This stimulated almost every starting station to de sports broadcasting. Tennis, base-ball, and football were soon broadcast by many stations and enjoyed by the fans. The first network broadcast was the world Series in 1938.

Sports broadcasting has become a regular segment of the program schedules of stations meross the country. The sports have built up radio listening and radio has helped the popularity of many sports.

The ennouncers in sports broadcesting have developed methods and techniques that were not previously used. At first only the quality to ad lib seemed necessary. 'mnouncers then realised that other qualities were necessary.



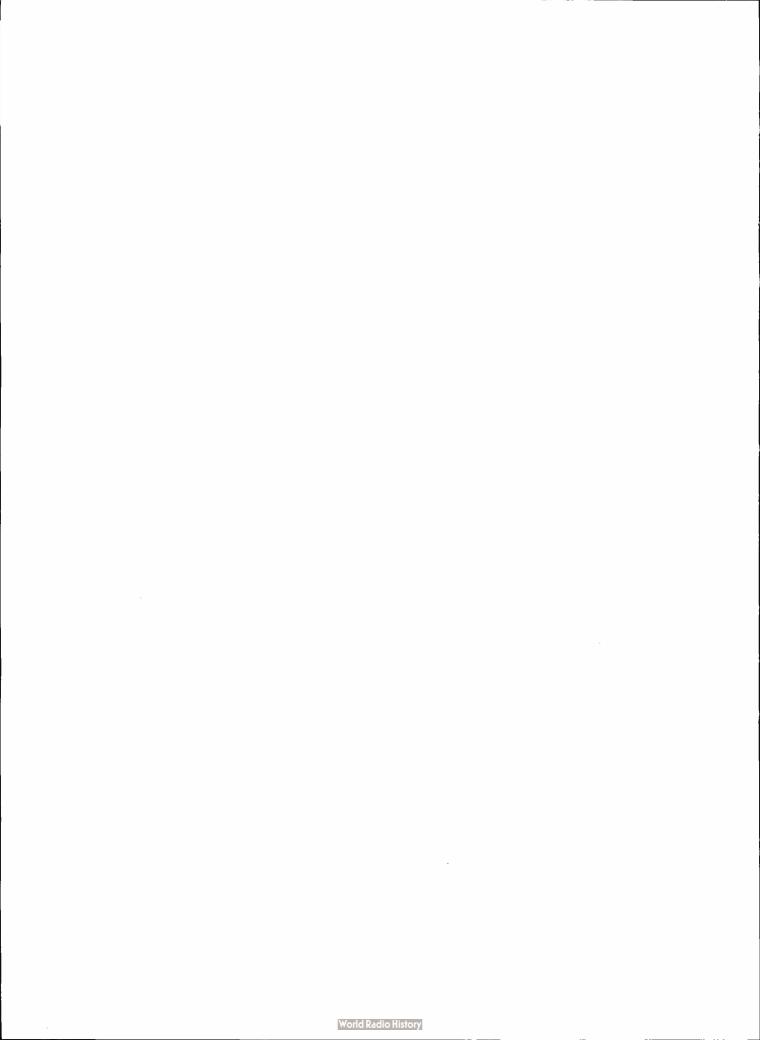
Spotters were used to help the broadcrater follow the setion.

Spotters are people who inform the sportseaster of setion and statistics. Spotting boards were used to get information quickly. These are mechanical devices to keep information easily and to see this information quickly. The importance of pre-game preparation was stressed. This is the gathering of information and statistics for use in the broadcast. The best collection of principles was listed by Bergstein. They are important enough to rephrase:

- 1. The broadcaster must speak quickly enough to keep up with the action.
- 2. The broadcester must know the words, expression, and terms of the sport.
- The broadcaster must know all of the rules of the sport.
- 4. The broadcaster must understand the importance of good relations with school officials, corobes, and game officials.
- 5. As much time re possible must be devoted to prebroadest preperation.
- 6. The broadcaster must realise the importance of broadcasting conditions.
- 7. No comments should be made on decisions of the officials.

Hilton Jerome Bergstein, "A Study of the Techniques and Frinciples of Radio Broedcesting of Sports," (Umpublished Easter's Thesis, The Fennsylvania State College, State College, 1950), p. 89.

Other points that the writer feels necessary for the



sportscestor to remember were:

- 1. Bo vital.
- 2. Don't let the interest log.
- 3. Be peppy and full of enthusiesm.
- 4. Be epocific.
- 5. Give a true picture of the cetion.

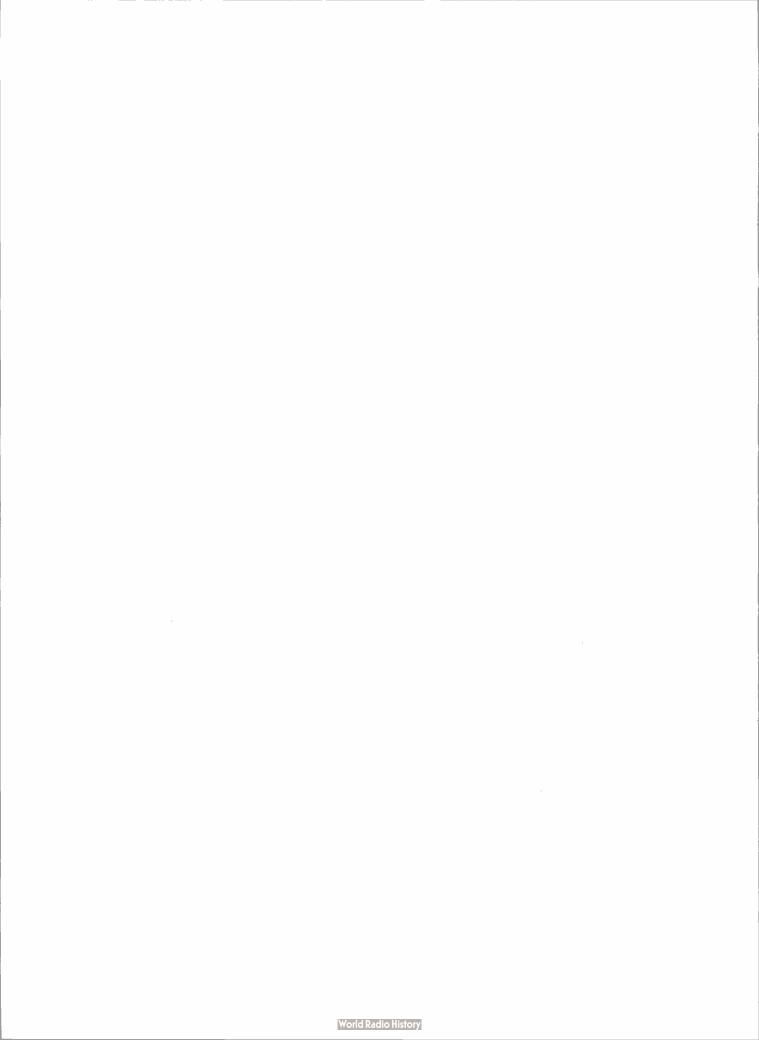
Sports have become a big business in the twentieth century. Almost every station has broadcast some sport and special networks have been set up for a lot of the sports.

One of the top television progress is sports. In October, 1950, sports held third place on television evening progress schedules. Twenty and three-tenths per cent of the time was spent on sports. Only twenty days after the

opening of regular television sorvice in 1939, the first aport was telecast. It was a baseball game between Columbia and Frinceton. Only one camera was used. The announcer asved the program by doing a good job of description. One camera was not enough to produce a good telecast. The six day bicycle race from Madison Square Garden was telecast three days later.

In 1959 Greet Britien also started telecesting sports.
Their first sport was the English Derby, and it was sent to
thestree in London. It was very successful. They next did

² Brookcesting Telecesting, 1951 Yearbook Rumber, p. 30



tennis and bost races and sports were included in their regu-

Boxing was tried in the United States with one camera and was accepted, but the sportscenters realised that two or more cameras were needed. Beseball in the major leagues was telecast using two cameras and an improved lens. The audionee received a very intimate picture of the event. It was highly successful.

Pootball, hockey and basketball were well received by the television viewers in late 1939 and early 1940. These too were listed on the future schedules. Treek and wrestling were started with wrestling becoming one of the most popular television shows. People began to flock to the wrestling arenes to see these stars of television. The area and lighting for wreetling made it an ideal sport for television. There is close contact almost throughout the complete match. This makes it easier for the cameras to follow.

eion with the coming of World Wer Two. However, sports were popular enough to be sure of a place in post wer television. This can be seen today with fifteen of the sixteen major league beseball teams being televised. Many college football games can be seen on video while wrestling, boxing, and other sports are very popular also. The 1950 World Series had an estimated television sudience of thirty-eight million viewers.



hendled by the mobile crew. This was described in Chapter I. The first regular telecast from the Worlds Pair in 1939 was hendled by the mobile unit. In those days, the unit was carried by two large trucks. One truck held the pick-up and control equipment and the other the transmitting equipment. At first it was necessary to find a source of power supply but later they carried a portable supply with them. This type of equipment was used for about three years and then portable equipment replaced it. With this new equipment eight programs a week were averaged in 1930 by the remote men from H. B. C.

Approximately twenty-two people are necessary for a remote broadcast. The necessary personnel listed were: a director, supervising engineer, two video engineers, one middle engineer, three comercies, three essistant esserces, and two transmitter engineers. Two engineers were needed at the transmitter and four at the station.

Before the telecest the progrem producer and the supervising engineer must make a survey of the sport's location for demors position, placement of cables, location of the control room, location of the power supply and other such items.

The mobile unit ever today has the job of telegrating many of the major sports contests, news events, and public



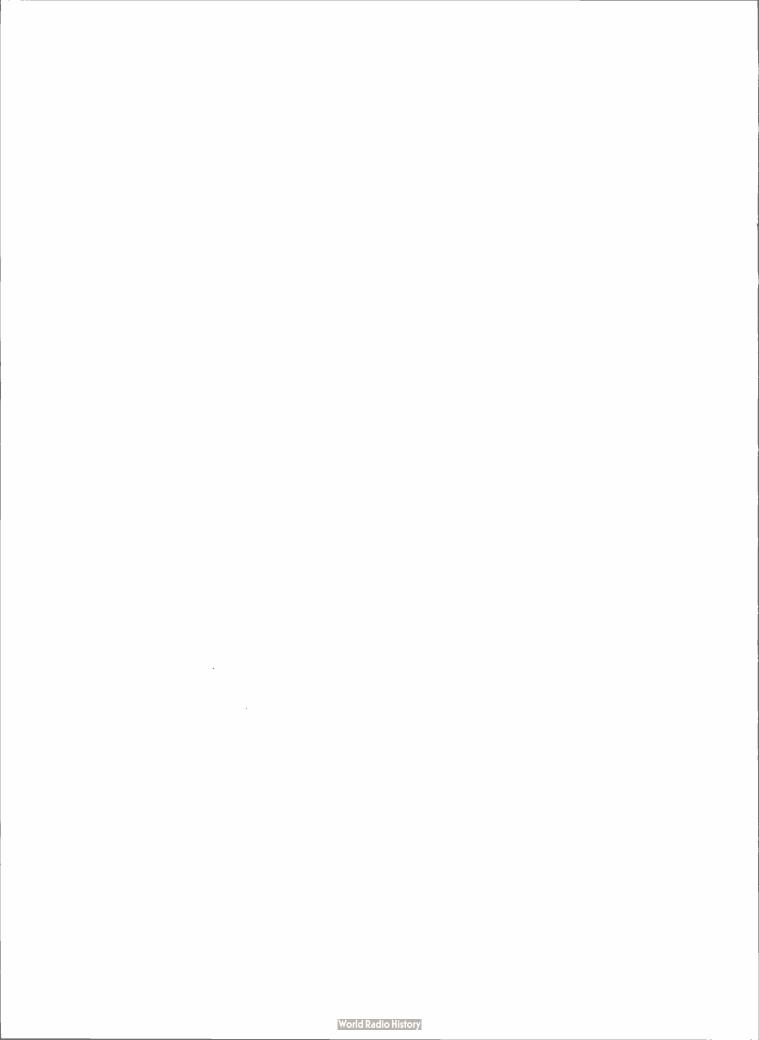
interest events. Equipment is steadily improving and making their job easier.

Chapter I concludes by stating the problem of the study. Simplified, it is to set up a guide to aid the novice in sports telegrating. This guide will also help him to avoid some of the faults in beginning sportsessing.

The technique for research that was used in this study was the questionnaire. Following are several important steps which were taken in setting up the questionnaire:

- 1. The length of the questionneirs was determined.
- 2. The technical language of the subject was learned.
- 5. The material to be covered was decided upon.
- 4. The questionneirs was worded.
- 5. The questions were checked for definitoness.
- 6. Some of the questions were revised.
- 7. A medling list was secured.
- 8. The questionneires were welled.
- 9. Pollow-up questionnaires were sont.

Succtionmeires were sent to the one hundred and seven stations telegesting in the United States. From the one hundred and seven, forty-three were returned. Thirty-one of the forty-three reported doing live telegesting of sports. It must be remembered that this live telegesting means originating from the unit station as contrasted with films and network shows.



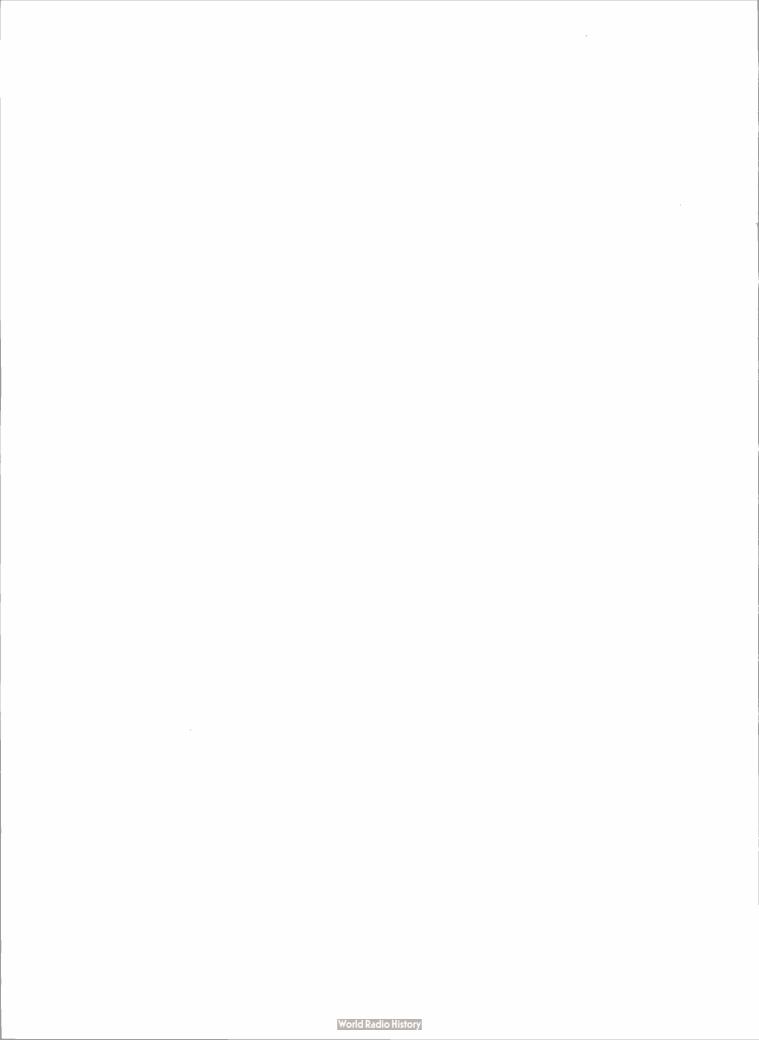
They are: football, baseball, basketball, boxing, wrestling, reller derby, golf, stock ear races, hockey, harmose racing, auto racing, best racing, five hundred mile race, softball, track, bowling, horse racing, tennia, and lacrosee. The first five listed are done most often. Basketball is tole-vised by twenty stations, football and baseball by nineteen, wrestling by seventeen, and boxing by fourteen stations. The rest of the sports are done by from one to four stations.

Two or three cameres were the average number used for telegrating any sport. This number gives a varied and interesting pleture to the viewer at all times.

Before a person oven attempts to do a sports telecast there are two important qualities that he must have. He must know the words, expressions, and terms of the particular sport he expects to telecast. He must also be familiar with the rules of the sport.

The properation that the toleometer and the sports staff do just before the sportscent is important. This preparation ranges in time from fifteen minutes to thirty hours. The detailed number of hours preparation for each sport can be found in Table V.

Some of the important items covered in pre-game preparation by the aports staff are: practicing commercials, getting beckground on participants, memorizing players!



numbers, making out spotting charts and tags, spending time at practice and training, talking to players, reading newspapers, conferring with spotters, writing up pre-game material, investigating team and event history, and inspecting the field or gym.

Cosches and officials are interviewed by eighteen of the thirty-one stations. Many types of questions are asked. Some of these items can be included in pre-game preparation. A few of the important ones are: the condition of the team, coaching problems, injuries, ground rules, and special stories. It is especially important to keep good relations with coaches and officials. Their cooperation is necessary.

In sports telecasts most of the stations use a director other than the telecaster. The director helps the announcer by anticipating shots and calling the announcer's attention to something he might have missed. It is important that the director be as familiar with the sport as the sportscaster. Teamwork between these two is absolutely necessary.

Almost all of the stations interview participants of the particular sport being telecast. Most often this is before or after the event.

Twenty-three stations use spotters to help the announcer keep up on the action. Most of them also use spotting boards. The pin type board is most frequently used.



This type is explained in Chapter III.

of the stations. Before, between and after events are the main times for this. Only six stations reported showing the telegrator during the event.

The emount of description veries with the event, but it usually only explains the victure to the sudience or edds to it. The event is of prime importance not the enneuncer. When no estion is taking place, the first subject of conversation is usually a commercial. The next frequent subject that the announcer uses is the background and color of the event. The game is sometimes recepitulated. During helf time interviews and special festivities are the two main subjects by most of the stations. It is important for the sportsesster to have a wealth of information to talk about. He should have much more than he will ever use.

Sight stations do simulcants of sporting events. For trops the exmouncer must stay on top of the ction at all times. He commot leg since part of the sudience sees the event too.

The main difference between doing sports on radio and television is, of course, that on television the fan can see what is happening. The main difference for the announcer is that in radio he must point a picture, while in

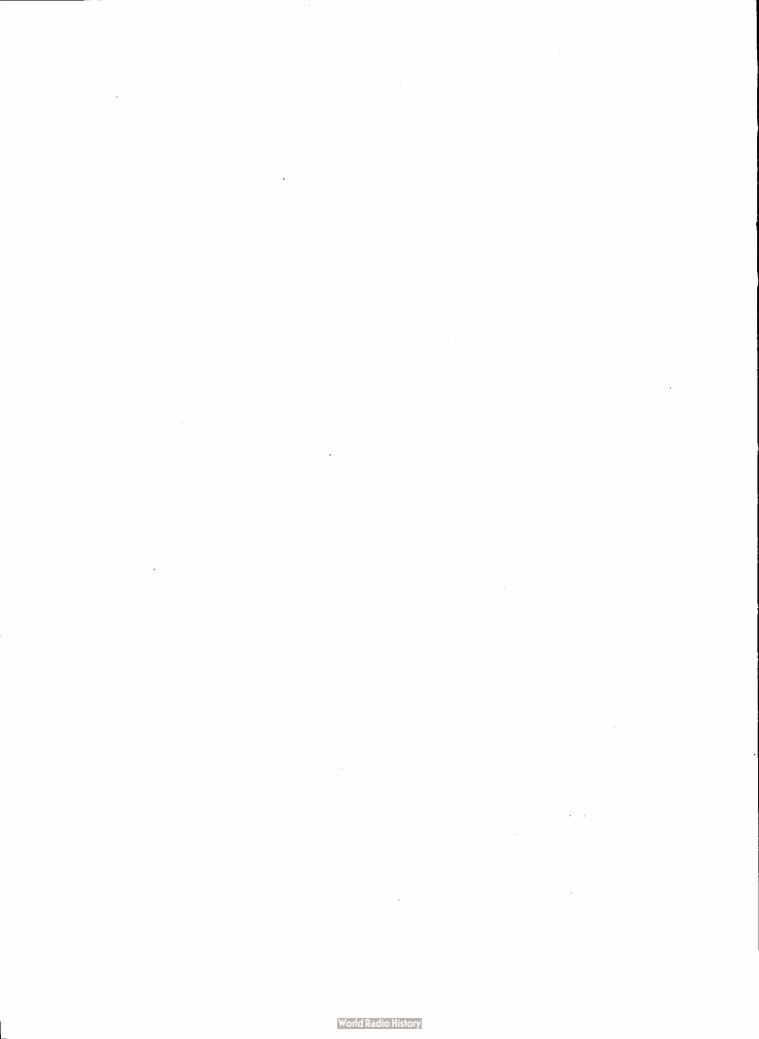


television, he explains the picture that is already seen.
The obvious is best not described. The primary duty of the telecaster is to supplement the camera.

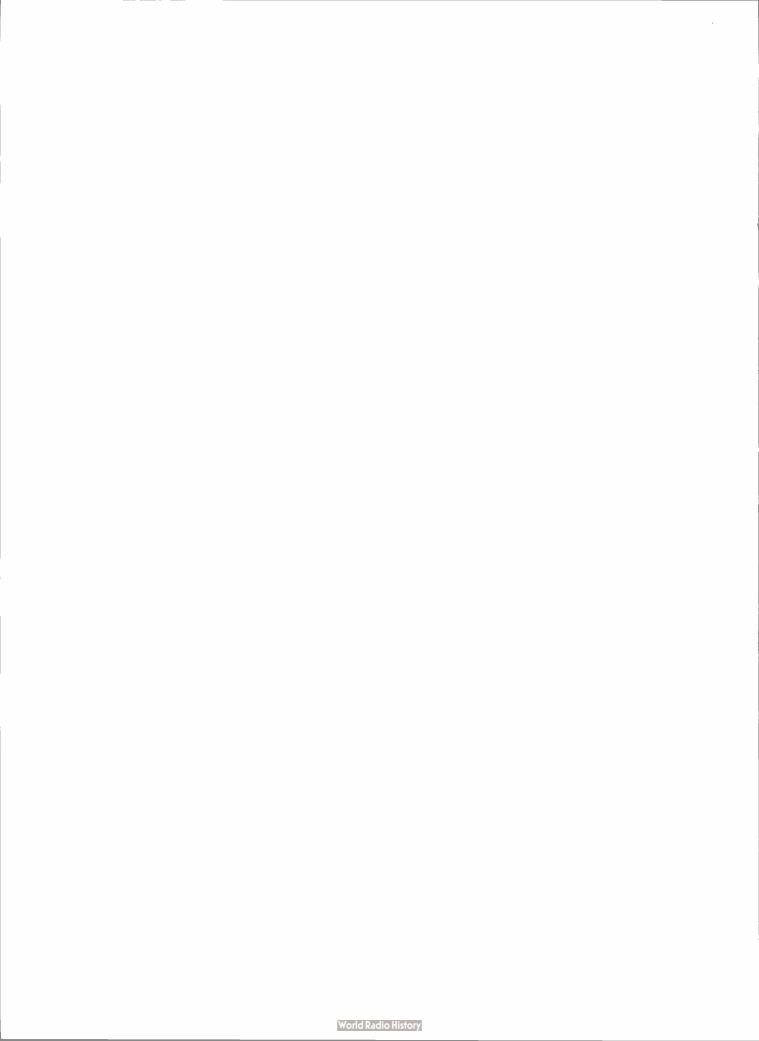
The two main suggestions given to a person interested in the field of sports telessating ero to have a thorough knowledge of the sports and to give a true picture of what is happening.

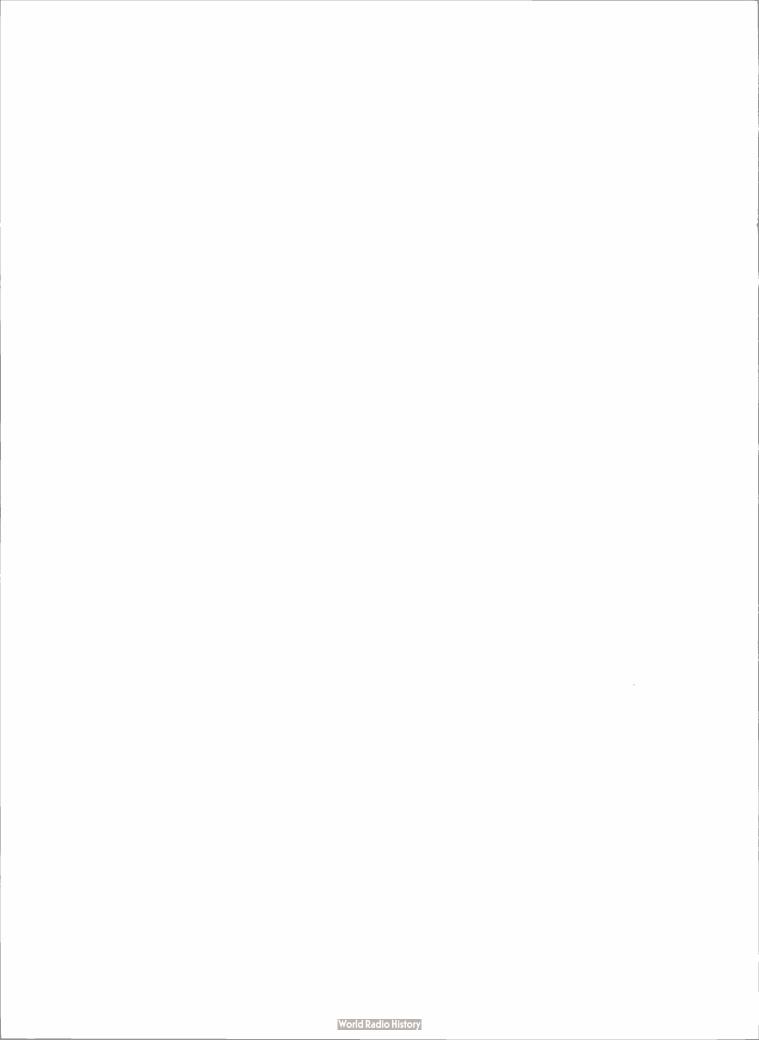
Conclusions. A list of conclusions can be drawn from this study. This list includes the most important items to guide the person who expects to go into this field. They should help him to become a better sportscester.

- Two or three cameras are usually used for a successful sports telecast.
- 2. The eportscreter must be familier with the vocabulary of the sports he expects to telecest.
- 3. The sportecaster must be familiar with the rules of every sport he expects to telecast.
- 4. Pre-game preparetion is of prime importance.
- 5. Friendly relations with cosches and officials are necessary for their cooperation.
- 6. A system of termwork between the director and the telegrater is a must.
- 7. The mejority of the etations interview perticipants either before or after events.
- 8. The majority of the stations consider it essential to use spotters and spotting boards. The most common spotting board used is the pin type.
- 9. The telegrat should explain or add to the picture. He should exphasize the event, not the announcer.



- 10. When no ection is taking place the ennouncer usually talks about background material, commercials, receps the event, or gives color descriptions.
- 11. During half time or between events the sportseaster usually has interviews or describes special festivities elong with the four importent items mentioned in Number 10.
- 12. It is necessary for the sportsonster to slasys have more information on hand then he will need.
- 13. The main duty of the announcer is to supplement the demora.
- 14. The announcer must have a thorough knowledge of every sport.
- 15. The sportscepter must always give a true picture of what is happening.





A. BOOKS

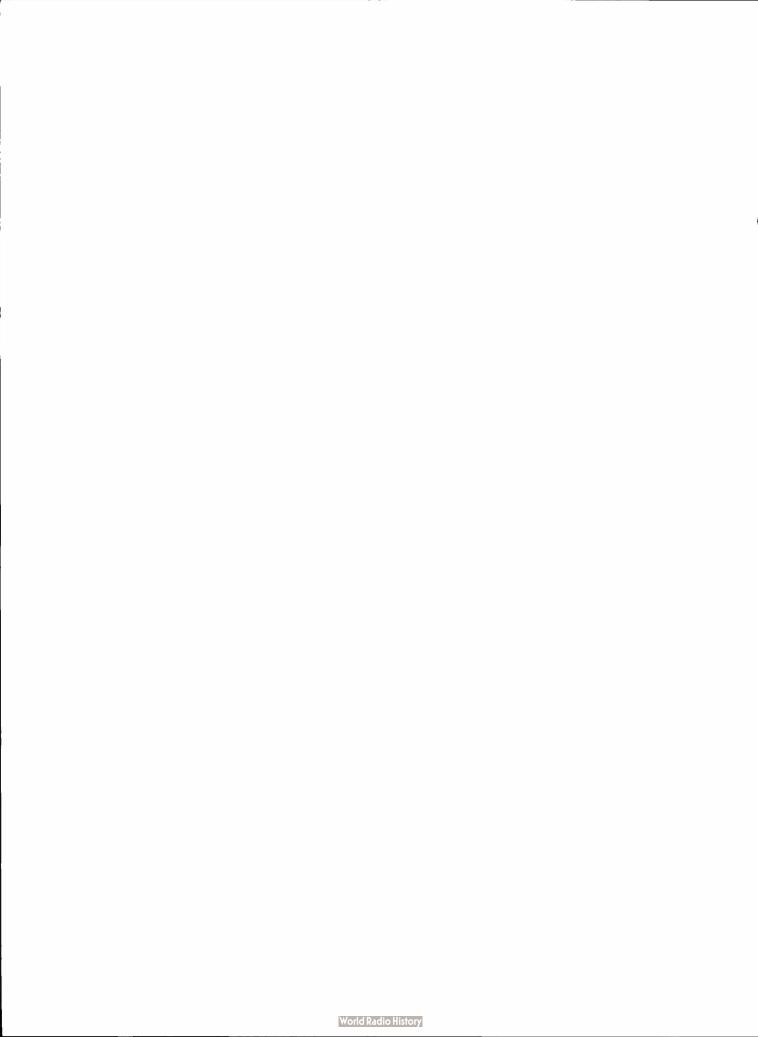
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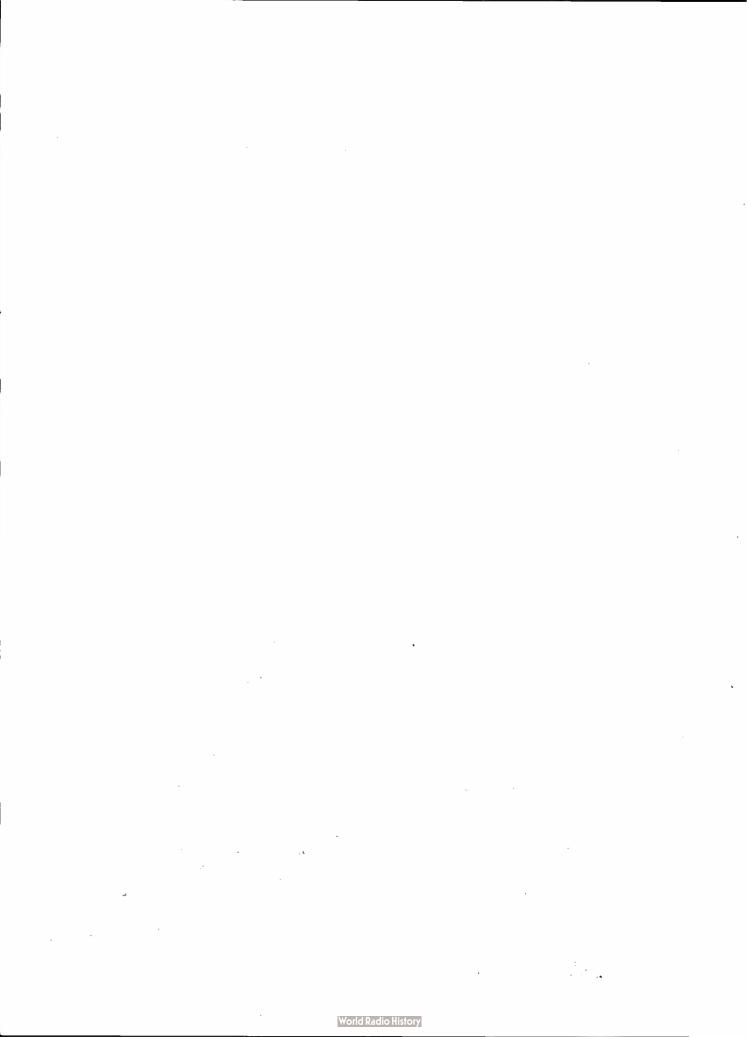
C. IMPUBLISHED KATERIALS

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World Radio History

APPENDIX.



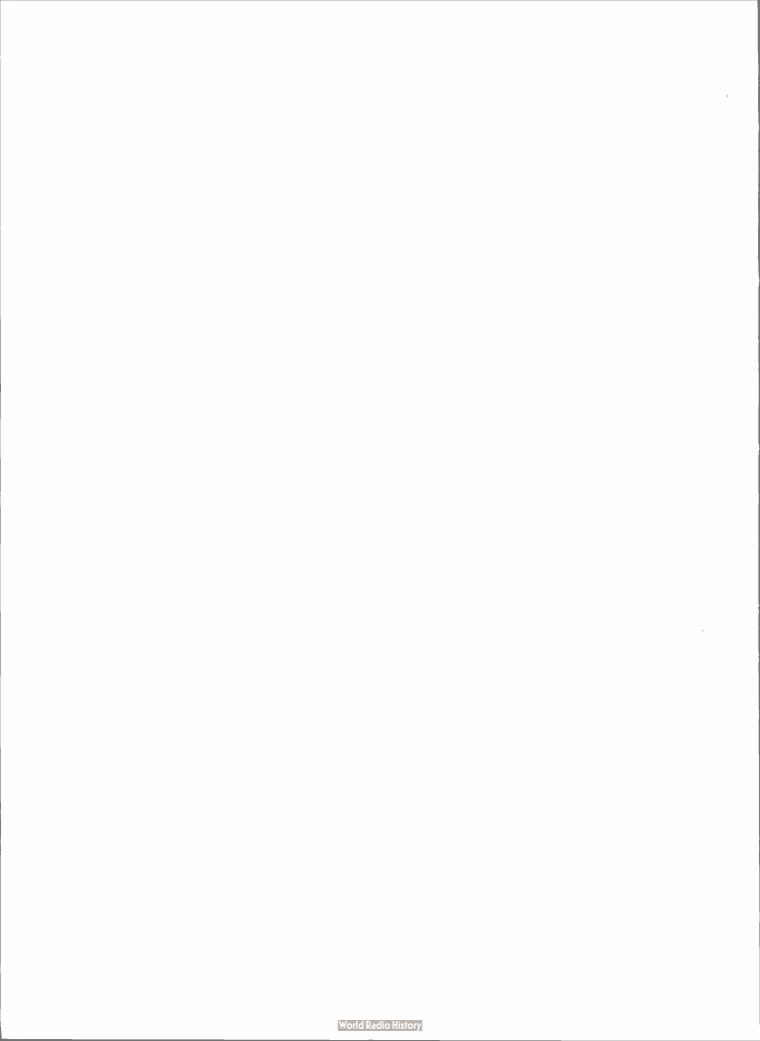
GLOSSARY OF IMPORTANT TELEVISION TERMS

- Jemera The unit containing the eye of television or a light-sensitive pickup tube which trensforms the image into electrical impulses.
- Coexiel ceble Specially built ceble used to transmit the television signal. It has a low loss of power at the video frequencies.
- Field pickup A transmission of any out-of-door event using a mobile or portable unit.
- Frame One complete picture. There are thirty of these a second.
- Hoonoscope The camera pickup tube consisting mainly of an electron gun and photosensitive mossic plate enclosed in a vacuum. This is used in the R. C. A. television system.
- Image-orthicon The supersensitive camera tube which is capable of picking up scenes in semi-derkness. It takes only about one-fourth as such light as the iconoscope.
- Interlacing The seaming of each 525 line picture in two sets of alternate lines with electrons. This is done to eliminate flicker.
- Einescope A cataode-ray tube with a fluorescent screen used to reproduce the television picture in the monitor or receiving set.
- Line One scenning line ecrose the television picture with high lights and shedows. Each picture now contains 525 lines.
- Ink transmitter A redic relay transmitter which can be used to schleve a television network.

 It is also used as a booster for a remote pickup.
- Mobile unit Field equipment, either in trucks or portable, for remote television pickups.
- Monitor screen The control kinescope used by the director in television.



- Hemo Any broadcast originating in a place other than the studies.
- Orthicon in extra-sensitive to light essers tube used for subdoor pickups.
- Perebola A direction microphone : ounting used in picking up bend music, crowd noise, cheering, et catera.
- Portable unit Special field equipment usually proked in suiterses, or what are similar to suiterses only larger.
- Reels The reels used on mobile units to hold camera ochles and other wires.
- Ring mike The microphone that is ever the ring at boxing and wrestling to pick up ring sounds, such as referees instructions.
- Simulcast Redio and television at the same time, by the same pen.
- Special events Any progress of news interest such as sporting events, paredes, et ceters.
- Stand-by 'nything hold in reserve to be used in case of an emergency.
- Cwitch Hove from one camera to smother or a change of camera engles.
- Talk back A phone directs from the emounder to the director on outside broadcasts.
- Wide-engle lens Lens having a wide engle of view. It will pick up a very broad area.



SPORTS STAPAS AT TELEVISION STATIONS

KHYL Jim Shelton

KMTV Floyd Kolber

PPRC-TV Bruce Layer Paul Boesch

Dick Cottlieb

Cherlie Boland KRLD-TV

Eddie Burker

Ves Box

KSTP-TV Reito Hoyt

Mok Bray Bob Cilmore

Robert Breckner KTTV

Porrester Mabble

Nick Composreds O AAM

Psul Kano

PATY Fred Anyles

Bernie Bracher WAVE-TV

Jerre Wyett WBAL-TY Joe Boughen

Bud Sherman WD P-TV

WBRC-TV

Deve Overton Vic Botson Horsco Panelli

exicof bor

WCBB-TV Red Barber John Dorr

TD/WWTV

Jey Berrington Bendell Josepo

WPAATV Larry Dupont Carl Henn

George White



WARDEN-TV Dick Pittenger

SPIL-TV George Welsh

WESN-TV Dick Grossmen

WJZ-TV Herry Wiemer

Vic Datson Morace Prnelli

Ted Rooks

WKY-TV Bob Swyngood

Bill Hyden Bill Fountein Bob Burphy

WLWC Joe Hill

UNAR-TV Chuck Thompson

Beiley Coes Mott Thomas Ad Wienert

WEBR-TV Herry Telbert

Paul Acosto Bill Terry

WOI-TV Dale Williams

WOR-TV Roy Meredith

John Horstmann Relph Giffen

TSAZ-TV Jook Bredley

Bert Shimp Jack Hurst Jomes Perguson

WYGN-TV Rollie Johnson

Dick Sievert Herv Conn Jim Shelton

WTOP-TV Jim Simpson

Arch McDoneld

harv Max Skirvin

Jack Moel Bob Young



TOP DATE

Bob Wens

TYZ WTV

Prod Wolf Don Settrick Bob Murphy Caris Brinks

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Bill McBride

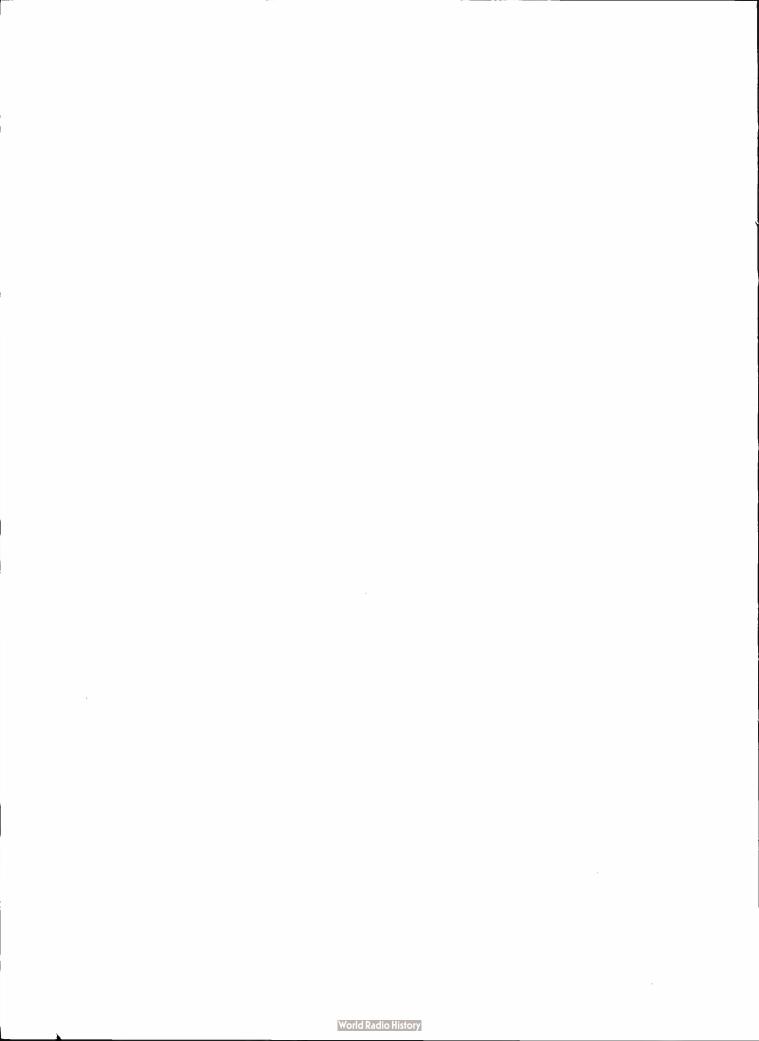


MAILING LIST OF TELEVICES STATIONS

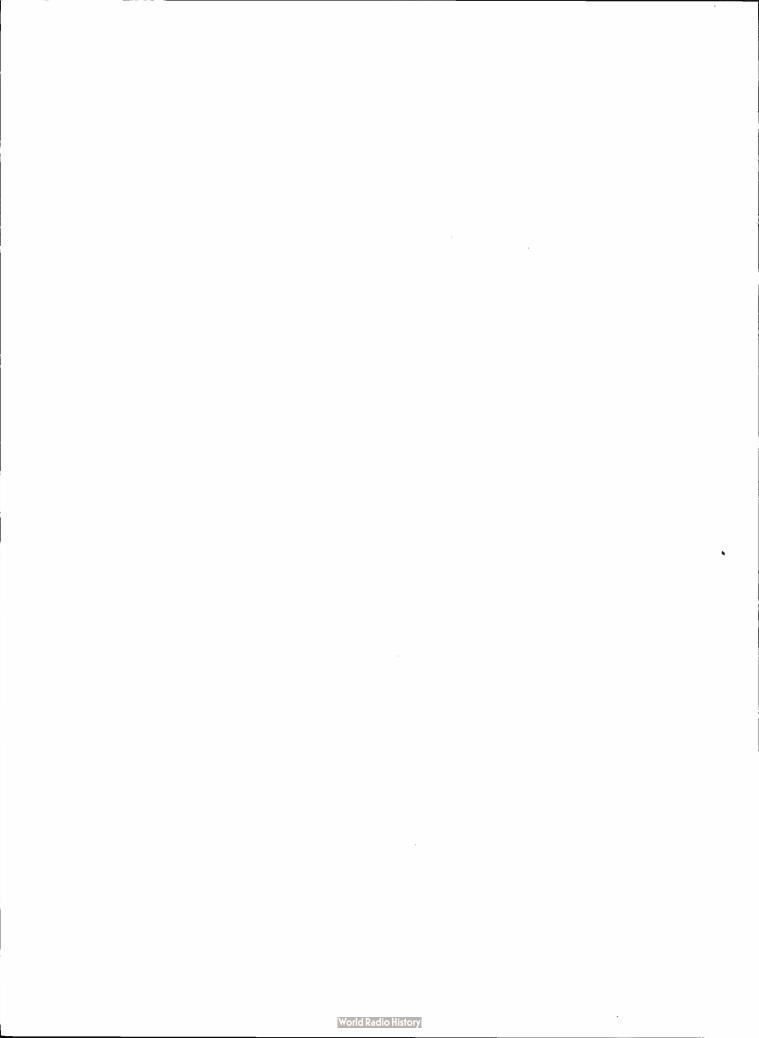
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	Los Angeles. California	
NTED-TV	San Diego, Celifornie	
ACO-TV	San Prancisco, California	
KINO-TY	Secttle, Feenington	
XLAC-TV	Los Angeles, Unilvormia	
NATV	Omebe, Nobreeks	XX
RECRE	Los Angeles, California	
KOB-TV	Alburquerque, New Mexico	a
Kouv	Tules, Oklehoms	X
npho-TV	Phoenix, Arisons	
IF IX	San Prancisco, California	determine A
FPRC-TV	Houston, Texas Dellas, Texas	XX
KALD-TV	Dolles, Toxos	XX
RROM-TV	San Prancisco, California	3%
	St. Louis, Missouri	
KSI-TV	St. Louis, Missouri Selt Leke City, Utch St. Foul, Minnosoto	報告信仰
COTP-TV	St. Poul, Einnesote	XX
KTLA	Mollywood, California	
KTOL	Hollywood California	escon the e
KTIV	Los Angeles, California	N. N.
WAM	Baltimore, Maryland	XX
EP ADSD	New York City, New York	
WATE TV	Birminghem, Alebome	
T 10 4-17	Atlente, Georgia Bewerk, New Jersey	*# *.1
	Hevers, new Jersey	
W AVE-TV	Louisvillo, Kontucky	*2.48 X.29
WB/Z-1V	Daltimore, Maryland	XX
VB/P-TV	Port Forth, Texas	XX
TBAN-IV	Buffelo, New York	
PPKB	Chicago, Illinois	
VIIII V	Columbus, Ohio	32 32
WIRC-TV	Birminghen, Alebera	XX
VE-TV	Cherlotte, North Caroline	
VB2-7V	Boston, Messechusetts	
W.CAU-TV	Philadelphia, Ponnsylvenia	XX
WCBS-TV	New York City, New York	XX
WCPO-TV WDAP-TV	Cincimeti, Obio	XX
MINITALY TO	Konees City, Bissouri Vilmington, Dolaware	274. 273
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^{*} X meens questionneire was returned.

[&]quot;" XX questionnaire reported doing live telecesting.



WDSU-TV	New Orleans, Louisians	
	Pittsburgh, Permsylvania	X
T. B. III - TV	Chicago, Illinois	
The state of the s	Cloveland, Ohio	H
WP AA-TV	Dollas, Texas	XX
NYBU-TV	Indianepolis, Indians	XX
FFTL-TV	Philodelphie, Pennsylvenia	XX
WFEL-TV	Greensboro, North Carolina	X
WO MINTY	Lenoseter, Pennsylvenia	
WORLDV	Chicego, Illinois	
VIII ALCIV	Rochestor, New York	1
VHAG-TV	Louisville, Kentucky	
WHIR-TV	Rock Island, Illinois	X
ERSE-TV	Syrecuse, New York	KK
WHIO-IV	Dayton, Ohio	
TF I GU	Arie, Pennsylvenia	
NJ AC-TV	Johnstown, Pennsylvania	30
NJ ARWIY	Providence, Roode Island	
VI AN-IIV	Jacksonville, Ploride	
WJBK-TV	Detroit, Michigen	
OJIM-TV	Lensing, Menigan	
TJZ-TV	New York City, New York	XX
WERG-TV	Cincinnati, Ohio	
N ACTIVITY	Utios, New York	
MEA-UA	Oklehome City, Oklehome	XX
	Kalemazoo, Kichigan	
WLAV-TV	Grand Repids, Michigen	
BING	Columbus, Olico	XX
CIND	Dayton, Ohlo	
TIME	Gincimeti, Onio	
WHAL-TV	Weshington, D. C.	
WEAR-TV	Beltipore, Meryland	XX
WWBIGHTV	Jocksonville, Floride	3/2
WWOT	Memphis, Tennesses	
ON AC-TV	Boston, Messeamusetts	
	Binghanton, Now York	
THE STATE OF THE S	Gleveland. Gaio	
PER	Cleveland, Chio Chicago, Illinois	
WIRE	Hew York City, New York	
VIIB	Sashington, D. C.	
WHIC-TV	Reshington, D. C. New Heven, Connecticut	
WOAI-TV	Son Antonio, Texas	
7.00-TY	Devenport, love	
FOI-TV	Area, Iove	XX
WOR-TV	New York City, New York	XX
WOW-TV	Omahe, Nebrasko	X
	New York City, New York	
9P72	Philodelphia, Pennsylvania	
CRUE	Schenestedy, New York	X
	W	



18 / S-TY	Inntington, West Virginia	K.F.
7/3 1 -21	Atleate, Goorgie	
WEW-TV	Mentrille, Tennocede	
W.FD-TV	Toledo, Wilo	\$ 28
THE REPORT OF	Cyrecuse, New York	
TO ABOUT	Norfolk, Virginia	
TOWNS V	Winnedpolis, Winnesote	
WTM INTE	Milweukee, Windonain	
WTOF TV	Conington, D. C.	
WING.	eshington, O. C.	
WIIV	Elecaington, Indiana	27
NTIG	Elmi, floride	
** ****	Columbus, Ohio	
FTVR	Alchmond, Virginie	
THEFT	Dotroit, Michigan	
WELL	Cloveland, Ohio	
WXYZ-ZV	Detroit, Michigan	XX

