



Sportscasting

THE DEVELOPMENT OF SPORTSCASTING

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It is clear that sports technology has improved dramatically over the years. From as early as 1911, sports have been shaping the media. Recently sports-based audience can see instant replays and look up the game highlights at the touch of a button. Everything is put out into the sports-based applications and networks within seconds. Having this ability is both positive and negative for the sports fans, as well of the players. With shaping the media also came sportscaster jobs and although it is common to see networks dedicated to sports, women sportscaster was not as common. This industry is fueled by sexism as sports media is centered mainly around the male-dominated entity. Scholarly articles were used to demonstrate the pure response's that women sportscaster had when asked questions about their experience when they first started their job to present.

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Introduction

Sportscasting has come a long way since it was first introduced. It was constantly expanding its network and improving their platforms. With this growth, began an expansion from a particular audience; including women. Women had to continually prove that they deserved a chance at being a well-respected sportscaster, as well as their creditability. They had to overcome the stereotype's and set records straight. The few women sportscasters had to stick together and keep in their minds what their focus was. Having goals for their career motivated them to not only show themselves what they can do but the mostly male workforce as well. Sportscasting historical timeline, as well as women sportscasters, will be displayed throughout this research.

Thesis statement:

The advances in technology are positive and negative because there are many broadcasting platforms, sports-minded individuals can watch any sport they want, and broadcasting has advanced for women

Research Questions:

- 1) How did broadcasting start in general from the very beginning with radio?
- 2) Why/when did programming expand to television?
- 3) When did female sports broadcaster's get to hold that job position?

Methods

To find scholar articles for research the keywords were relevant. To use specific keywords like "radio, broadcasting, etc." The articles that appeared were very vague and broad, so it took some more digging to realize that the most important keyword missing was "Sportscast, Sportscasting." Once this word was put into the search bar, the scholar articles that came were beyond helpful. From that, the search for "journals" and other forms of information to use in the research was using words like "media, television, professional sports." Jstor was a continuous database that fulfilled me with information that added more to my research.

When writing the research paper, Jenna kept things in order if they happened. Jenna had to make sure that Professional Sportscasting was clear to be focused on in America. To start the paper, Jenna learned what the first sport to be recognized was Baseball.

Following that, I went into radio broadcasting and radio sportscasting. She tried to find the original sportscasting recording but had luck. From there she looked into articles searching "Radio Sportscasting" as her keywords. After was a detailed background on the sportscasting development, and then switched to television sportscasting. Both the radio and television paragraphs were combined to make one.

After explaining how each came about, Jenna went into the pros and cons of this developing technology. When doing the research, keywords were used like "Positive, negative social media." Although many articles appeared, she then went back and changed her focused-on athletes and social media

Finally, that leads her to the last paragraph that of the research. Women Sportscasters. Jenna found most of my information when talking about the History of sportscasting to mention women. It was clear that this was a hot topic and that it was something other people acknowledge.

Jenna also watched a lot of Yankees, as well as attended Baseball game. She thought that seeing this in person will help leave more of an impact to where women verse men are in the Sportscasting field.

Again, Jenna chose to keep her work in the order that they happened. The research was done on what she thought was the most important details and would strengthen the profession and argue her thesis.

Jenna went to the librarians when she needed help for the scholar articles because Jenna was unaware of how specific the word search should be.

Overall Jenna's methods went from average to above. Jenna traveled to Yankee stadium and went to the games hours earlier to see where the sportscaster was placed. Jenna stayed later than the regular audience and watched to see where the sportscaster was then placed. Jenna read countless articles and took out what Jenna felt was most important. All the resources received by S.U.N.Y. Purchase and even did a video call with her Professor a few times. All of these methods helped with the research get to where Jenna is today.

Literature Review

This study was focused on professional sports broadcasting, how it has changed from the beginning to the present time. The thesis objective is the advances in technology are positive and negative because there are many broadcasting platforms, sports-minded individuals can watch any sport they want, and broadcasting has advanced for women. Hopefully, the reader will see the impact professional sports had not only with television networks but on their viewers as well. Professional Sports broadcasting came from a platform that was barely there, to becoming huge events like the super bowl. The study will show the obstacles as well as the support that professional sports received while growing into their department as well as the challenges women sportscasters faced too.

Many sports are displayed through broadcasting media and have many platforms for displaying their information. The first professional sport to be recognized was no other than America's pastime, Baseball. The first game was in 1871, and this is when the first professional league was established. This included ten-team National Association of Professional Baseball Players, comprising clubs in the east and Midwest. In 1882 a rivalry developed against the American Association, which catered to a working-class audience with Sunday games, 25 cent admissions, and liquor sales. Another rival was the Players' League, established in 1890 under the sponsorship of the Brotherhood of Professional Baseball Players. (Riess, Steven A. "Professional Team Sports in the United States." Oxford Research Encyclopedia of American History. N.p., 08 June 2017. Web. 28 Mar. 2019.) Now current Baseball rival games are still an attraction for not only the players but the fans as well.

Sports broadcasting is live coverage of sports, on a television program, radio or any form of broadcasting media. The coverage is also known as "sportscast." As far back as 1911, the first radio broadcast was established in Lawrence, Kansas. In the stands were around 1,000 people who came together to watch a reproduction Kansas vs. Missouri football game; the game was being held in Missouri. To make this possible Western Union had to set up a telegraph wire in Columbia, Missouri. After a bunch of plays, the people there would announce what happened and then map it out on a football field. The message was received on the other end back in Kansas. ("History & Evolution of Sports Broadcasting." Be On Air. N.p., 08 Aug. 2018. Web. 28 Mar. 2019.) From the years 2002-2010 sports radio has developed rapidly. In 2002, there were 413 stations which were dedicated to sports, by the time we were in 2010 there was 634. The 2010 figure translated to a 3.4% market share for sports radio stations. The average age of sports radio listeners was 48, making it one of the oldest listener bases in all of radio. (February 14, 2012. "Number Of Dedicated Sports Radio Stations Grew Each Year From '02-10." Sports Business Daily. N.p., n.d. Web. 29 Mar. 2019.) Watching television was growing in the entertainment business; however, the development of televised sports was falling a little behind. In the article "The History of Television in Los Angeles, 1931-1952: Part II: The Boom Years." by Susan Wilbur. Wilbur did a survey study in August 1947 which made it available for the station to indicate that the home audience poll considered to enjoy the production but 85% of the Los Angeles area turned on the broadcasting during sports coverage. It was clear that more people were in tune with watching T.V. when it aired a professional sport. At that time professional sports were only aired around their local stations. The first professional sport to be aired national wide was an N.F.L. game in 1939 and was between the Philadelphia Eagles and the Brooklyn Dodgers. ("History & Evolution of Sports Broadcasting." Be On Air. N.p., 08 Aug.

2018. Web. 28 Mar. 2019.) Sports that were played more by men than women did not have the same television coverage. ESPN covered only 5% of women sports, and it was aired at the end of the program and after all the men sports were covered in detail. The little coverage of women sports was shocking mainly because women reporters took up a good amount. (Eastman, S. T., & Billings, A. C. (2000). Sportscasting and Sports Reporting: The Power of Gender Bias. *Journal of Sport and Social Issues*, 24(2), 192–213.)

There are many pros and cons to having sports technology developing through the years. Sports at a young age helps shape kids to learn sportsmanship and have a strong competitive side. Kids see the athletes on television or can youtube the athletes they look up to work out plan. They are encouraged at a young age to have a fit and healthy lifestyle. (Kochar, R. K. (2018). A comparative study of self-esteem, life satisfaction, and positive and negative affect among sports person and non-sports person. *Indian Journal of Health & Wellbeing*, 9(1), 136–143.) The social media aspect has connected potential future players to share their talent or learn how to improve their talent. The user can use this platform to expand their audience on improving their skills and help them achieve their goals. They can begin to use social media as a platform for building a professional public identity, or “personal brand.” (Liebler, R., & Chaney, K. (2014). Here We Are Now, Entertain Us: Defining the Line Between Personal and Professional Context on Social Media. *Pace Law Review*, 35(1), 398–545) A negative side effect of having social media and access to information at your fingertips is the pressure that comes with. Young or current athletes who are already in the limelight, have this image to be, look and act a certain way. Social media gives the audience the ability to dig up skeletons from your past or even have you dwell on the mistakes you could have made that day. Once something is out there, it is out there for good. Athletes are constantly on this pedestal, even during their offseason. (Liebler, R., & Chaney, K.

(2014). Here We Are Now, Entertain Us: Defining the Line Between Personal and Professional Context on Social Media. *Pace Law Review*, 35(1), 398–545). Applications like Twitter and Facebook let us know more about the professional athlete if they still have an active personal account. However if the athlete does not have an active account, we can still follow accounts like “ESPN” and “Sportscenter” who is running their highlights or bloopers from the previous game. As a sports fan, this makes us excited because we can stay caught up with the game without actually watching it. For a professional, they have to continue to see their screw up or their amazing play on every social media platform for at least a few days. (Roxane Coche. (2017). How Athletes Frame Themselves on Social Media: An Analysis of Twitter Profiles, (1), 89).

Sports, in general, are very male-focused but that does not mean that females cannot keep up as well. From a young age male dominates is influenced by young boys and this helps them learn the connection between sports and the power, privilege, and masculinity that follows. (Grubb, M. V., & Billiot, T. (2010). Women sportscasters: navigating a masculine domain. *Journal of Gender Studies*, 19(1), 87–93). A study by Cooky, Messner, and Musto (2015) of “Los Angeles news networks, provided information on the second-largest market in the United States, found zero (out of 19) of the sport-news anchors to be female in 2014.” (Mudrick, M., Burton, L. J., Sauder, M. H., & Lin, C. A. (2018). Sportscasting success: Varying standards may apply. *Journal of Sports Media*, 13(1), 49-73.) It was unpopular for women to take on roles in broadcasting, especially in sports; it has been done. Since 1977 women outnumbered men in enrollment into Journalism and Communications programs. A study was made in 1992 that showed that women made up 33.9 percent of the journalistic workforce. (Creedon, P. J. (1998). Chapter 6: Women, Sport, and Media Institutions: Issues in Sports Journalism and Marketing. In *MediaSport* (pp. 88–99)

When women were first introduced into the Sportscaster world, they were hired for a certain purpose. They were looked at as sex symbols and were to help bring in more viewers. Research shows that preferred sportscaster is former athletes, or those perceived to have athletic traits. (Grubb, M. V., & Billiot, T. (2010). Women sportscasters: navigating a masculine domain. *Journal of Gender Studies*, 19(1), 87–93). Now it is the social norm to see whoever giving you the game highlights when you turn on your sports media, but it has not always been that way. Sports radio is heavily male, with 74% of listeners in the demo. (February 14, 2012. "Number Of Dedicated Sports Radio Stations Grew Each Year From '02-10." Sports Business Daily. N.p., n.d. Web. 29 Mar. 2019.) Although sports television began in the late 1940s, the first female to have a role in sports broadcasting was Phyllis George in 1974. She set the bar and lead the way for future women. In 1978 Jayne Kennedy was the first African American women to work in sports broadcasting. Both George and Kennedy were hired not because of their knowledge they had of football but because of their appearance and in hopes to add a feminine touch. Women continued to beat all odds when Leslie Visser joined the field and was the first sports broadcaster ever (man or woman) to have worked on Final Four, N.B.A. Finals, World Series, Monday Night Football, the Super Bowl, the Olympics, and the U.S. Open network broadcasts. Although Visser became the first of many and beat records, she had to work and fight for her respect. One time when Visser approached an N.F.L. quarterback to ask him questions for an interview, he took her notepad, autographed it and gave it back to her. Bob Wussier vice president of C.B.S. Sports believed that having a women sportscaster would catch the viewing audience attention because women made up a good size portion of the audience itself (Grubb, M. V., & Billiot, T. (2010). Women sportscasters: navigating a masculine domain. *Journal of Gender Studies*, 19(1), 87–93). In 1993 Gayle Gardner was hired by Bob Wussier and was the first woman ever to broadcast a

play-by-play of a baseball game. Gardner had the role of calling the action of a game between the Cincinnati Reds and Colorado Rockies. The first woman in American History to solo host their national show was Hannah Storm. She anchored the pre-game coverage of Major League Baseball games from 1994-2000. Although Major League Baseball was heading in a direction that is allowing women to take a stance, the National football league was still in the shadows. In the early 1970s, Jeannie Morris was covering the Minnesota Vikings game against the Chicago Bear and was not allowed access into the press box inside. The male sportscaster was sitting inside as Morris was in the outside press box during a blizzard. (Grubb, M. V., & Billiot, T. (2010). Women sportscasters: navigating a masculine domain. *Journal of Gender Studies*, 19(1), 87–93). Women were intimidating men by not backing down when the going got tough; they were being excluded from locker rooms and given the same Opportunities that men had to do interviews. The Minnesota Vikings stop allowing any access to the press inside the locker room because of one female reporter. Women continue to set the bar higher in History and not let anything or anyone hold them back; Bonnie Bernstein was setting records straight. In 1995 her sports career began, and she went on to become the first sportscaster in History to serve as a sideline reporter for both a network television and network radio. While working for both as a correspondent with the networks C.B.S. Sports and Westwood One Radio. (Mead, Doug. "Twelve Women Who Pioneered the Era of Female Sports Broadcasters." *Bleacher Report*. Bleacher Report, 03 Oct. 2017. Web. 11 Apr. 2019.) C.B.S.'s 60-minute anchor, Andy Rooney in 2002 expressed how he felt on women journalist in sports reporting; he said, "The only thing that bugs me about television's coverage is those damn women they have down on the sidelines who do not know what the hell they are talking about. I mean, I am not a sexist person, but a woman has no business being down there trying to make some comment about a football game." (Grubb,

M. V., & Billiot, T. (2010). Women sportscasters: navigating a masculine domain. *Journal of Gender Studies*, 19(1), 87–93). The pressure women felt to prove their credibility to not just their co-workers, but to viewers and players were adding more stress to an already overwhelming job. These women in the past refused to get broken down and refused to let anyone tell them they want success. The development of women in sports started later than the sports media but has left a powerful impact and continues to grow.

Analysis

When Jenna discovered what the first professional sports were, it helped her get a full understanding. Jenna gave a clear understanding of how the two professional leagues were developed. It was essential to show what sport was first considered to be "Professional" because, without it, sportscasting would have never started. Games continued to grow way before media stations, or sports coverage was even a thought. From first starting in 1911 with only local stations covering local sports, the too early 2000s and having 413 radio stations dedicated to sportscasting. Within less than ten years, there were 634 radio stations. The size grew, as the audience began to grow.

Not only were sports taking off in the radio industry, but it was taking over the media as well. Jenna explained when radio broadcasting was developed because it was essential to see the feedback from the audience when they tuned in for sports. Once sports radio casting had their local time slot, it was then moving forward to be national wide. When she switched over to television, Jenna explained which stations were the first to host and air for significant sporting events. She made my audience aware of the male dominate sportscasters. The N.F.L. from the beginning in 1939 was an attraction to the people of America. As we all know now, that when it is the month of the super bowl, football takes over everywhere. Football as a whole did not just take over in sportscaster area's but in "regular" television as well. It is nearly impossible to avoid any form of Super Bowl, or World Series advertising.

Jenna had to dig a little deeper in finding the positives and negatives of the social media aspect of sportscasting and with that of the pros and cons. Eventually, a lot of critical points caught her eye. Although sportscasting became a regular job and was seen as a potential career path, it was not always welcomed for Women. Being a young woman, Jenna was most intrigued

and passionate about this piece of information. Jenna shined a light on influential women sportscaster who has paved the road for young women like herself. Almost 30 years after sportscasting started, women were introduced and allowed to try and make a career in it too. From the beginning in 1974 -1995 women have made their mark on sportscasting and have set not only goals for future women but as well for anyone in a sportscasting career. Although women have left an impact, they still have a ladder that will have to continue to climb. In 2017 out of 183 sports talk shows, only two of them are hosted by women. If Jenna chooses to write my thesis on women, Jenna would have had many scholar sources to choose from.

Once she went to a few Yankee games and watched some on television, she was able to see the cultural divide between a male and women. Jenna paid attention to where the women sportscaster were seated compared to the men. During one of the games against Arizona, they have the women sportscaster sitting by a pool with her legs in the water crossed. Jenna found it strange that she was placed there and she was the only one. The other sportscasters were getting ready for their game inside the media box. Jenna also attended two Yankee games for this research. Again Jenna paid attention to the body language and where the sportscaster placement was. Jenna noticed that the men sportscaster did a lot of talking before the game on the left side of the field and spoke about what they hoped for the game. At the end of the game, the women sportscaster came out and was on the right side of the field. She also was interviewing the players right in front of the dugout. At first, Jenna saw this as a convenience thing, but after during research and reading many articles, Jenna realized it was because some sports don't allow sportscasters into the locker room because they don't want any females inside. This was only brought up to my attention after recognizing it in many articles before.

Jenna spent many nights in the Libray and sought help from the librarians. The librarians at S.U.N.Y. Purchase were extremely helpful. Jenna probably was at the library and sitting with a librarian about three times a week for a few hours during the end of the research project as well as the learning center which was located in the library. They helped Jenna put her ducks in a row and tackle the writing aspect. They were like a service dog, gave Jenna comfort to have next to her and guided me when Jenna went off the deep in.

These key points argue Jenna's thesis because they show the start and the growth of the departments in sportscasting. Sports is an attraction to all different types of sports fans. Without a strong response from people wanting more accessible ways to watch their game, the media would not have grown as much as it did. If women gave up when the going got tough, we would not have had the inflectional women that we have today. Jenna could not have done this without the support. Jenna is very proud of this work and the determination that went with it.

Personal Reflection

When I first began to think of topics to focus on for my senior capstone, I was filled with things that I was passionate about. My Professor made a good point in class and told us that sometimes students use their senior capstone project for their future careers. Immediately this made me think of one thing: Sports. I hope one day I can make a career out of sportscasting. I thought I knew a lot about sportscasting and women sportscaster, but after doing this for my senior capstone, I learned more information not only on this subject but on myself as well. I had a hard time trying to figure out my thesis. I must have changed my thesis seven times over the past three months. This put a lot of stress on my project and me because without a strong argument, I was unaware of proving a point or arguing one.

My research questions stayed the same for the most part, and along the way, I realized how technical it was to have the correct keywords. When it came to putting my thoughts and research on paper, I became overwhelmed. There were so many vital points that I felt were important to address and there were so many articles to prove argue my thesis. I was grateful this was the case, mainly because I changed my thesis so many times.

By the time I put all my ducks in a row, I realized that I should have focused on one impaticular sport or women in sportscasting. The articles were filled on knowledge on the main focus like that. I went to the librarians at S.U.N.Y. Purchase, to help me figure out which of my resources would be more beneficial. I strongly suggest anyone use the librarians because they were more than patient and helpful with me.

I was overwhelmed by the broad topic I originally had. After stepping back and realizing all of the great people and resources around me, I felt less scared. At times I began to hate my

topic, but as I put all my work together and reread the information I had in front of me, my passion was brewing again. I am not only proud to be a young woman who is interested in sportscasting, but it makes me proud to be educated on how sportscasting was developed and of all the women who were before. Hopefully one day, someone else will be interested in sportscasting and writing about me.

Conclusion

As America's technology is continuing to expand and help connect more sports fan, so is the impact. More athletes have to face every day that things they posted on social media in the past, or a mess up they once had can haunt them forever. With that being said, the positive impacts that social media has and the connections it makes is priceless. An MLB coach can be looking at a young prospect on the other side of the country through social media. An athlete can always look back at their most enormous hit or further touchdown at any moment. As sports expand on touching more hearts to young fans, it is doing so for women as well. Although women are not fully equal with men in the sports field, they are fighting for their respect and proving they belong there as a sportscaster. Instead of focusing on the appearance a woman has to a network, she can be judged on her knowledge of the sport and how she treats the former athletes as well as her response to the audience. The road is not entirely paved, and women still have some potholes in the distance, but the determination they hold has gotten them this far and will continue to grow stronger.

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