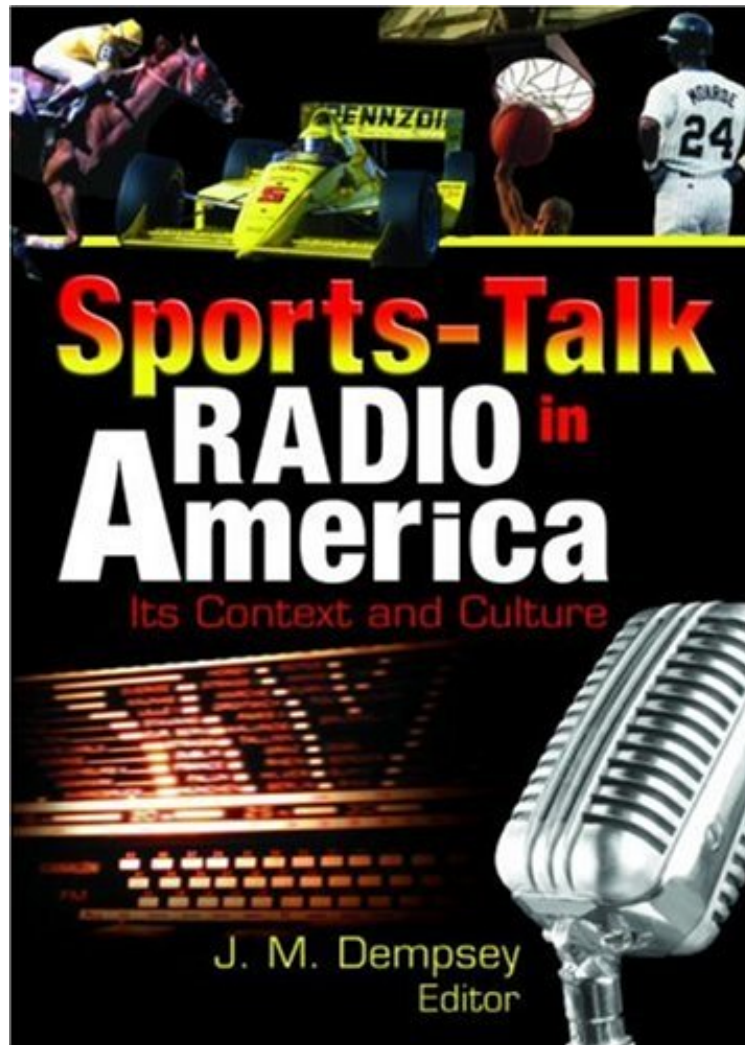


Sports-Talk Radio in America: Its Context and Culture (Contemporary Sports Issues)

Frank Hoffmann, Jack M. Dempsey, Martin J Manning
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Frank Hoffmann, Jack M. Dempsey, Martin J Manning : Sports-Talk Radio in America: Its Context and Culture (Contemporary Sports Issues) before purchasing it in order to gage whether or not it would be worth my time, and all praised Sports-Talk Radio in America: Its Context and Culture (Contemporary Sports Issues):

0 of 0 people found the following review helpful. Somewhat redundantBy WDX2BBHere's a different idea: an academic look at sports-talk radio. Your first reaction to that might be something along the lines of "Boy, they'll study almost anything at universities these days." There may be some truth in that. For our purposes, the question, though, is whether "Sports-Talk Radio in America" might be more interesting to a more general audience. Probably not. Sports-

talk radio is about 25 years old right now, and it's certainly had an impact on the medium and sports. Most big cities have at least one such station on the dial. After a brief introduction, editor J.M. Dempsey jumps into 10 case studies of successful stations. The size of the cities goes from New York down to Omaha, so it's quite a cross-section. Dempsey gets the first chapter, devoted to Dallas. The stories are pretty striking in their similarity. While there are some national syndicators, such as ESPN, most of the biggest stations prefer local talk. Each city gets a station history, with a few profiles of memorable personalities and incidents thrown in. Some stations try to go over the top in terms of programming, jumping to non-sports topics deemed interesting to the demographic (young males, mostly) when there are dead spots on the sports calendar. Fine. The catch is that most of the stories read the same way. After finishing a couple of chapters, most readers will get the idea. But the personalities of the on-air staff members don't really come through here most of the time, and that's too bad. One of the few chapters to break the mold had a local connection for me. Bill Raffel does a good job of examining the battle between Buffalo's two sports talk stations. (Heck, it's why I bought the book in the first place.) There's some drama present there, and it helps that chapter break out of a mold. More importantly, the book's subtitle is "Its Context and Culture." That's a very interesting area. Sports-talk radio may have changed the sports culture in some ways. We seem to be a lot quicker to criticize athletic figures, and we sometimes don't have attribution and accountability for charges. That may have poisoned the atmosphere a bit. It's a fertile area for discussion, yet it rarely comes up here. Dempsey mentions at some point that this is the first book on sports-talk radio. Actually, a book called "Sports Talk" came out a few years ago. That featured interviews with such personalities as Eddie Andelman (Boston) and Mike the Mad Dog (New York), and had its entertaining moments. While having flaws, that book had more of a chance to reach out to the general audience. For the most part, "Sports-Talk Radio in America" proves its main premise -- that nothing drives interest like local conversation. It's difficult to become interested in reading about the radio activities in other places, especially if the stories read the same. Those seeking analysis on the subject will have to go elsewhere. 1 of 1 people found the following review helpful. Recommended for anyone with an interest in the field. By Midwest Book Review Edited by John Mark Dempsey, Ph.D., Sports-Talk Radio in America: Its Context and Culture is an anthology of essays by learned authors and field professionals about major, medium, and small-market stations across America with an all-sports format. Each is presented with an eye toward the individual programming strategies and charismatic personalities that made them successful. Written in mostly plain terms (and some sports-specific terminology), Sports-Talk Radio in America is as accessible to the casual sports-talk radio fan as it is to a prospective sports-talk radio station owner or professional. From WFAN and the inception of all-sports radio to WHB Kansas City "World's Happiest Broadcasters", Sports-Talk Radio in America is part history, part tribute, part testimony, and entirely enjoyable. Recommended for anyone with an interest in the field.

An inside look at the hosts, hot spots, and history of sports-talk radio Sports-Talk Radio in America looks at major-, medium-, and small-market stations across the United States that feature an all-sports format, with a focus on the unique personalities and programming strategies that make each station successful. Broadcasters, journalists, and academics provide insight on how and why this media phenomenon has become an important influence of American culture, examining the guy talk broadcasting approach, the traditional sports-emphasis approach, HSOs (hot sports opinions), localism in broadcasting, how sports talk radio builds communities of listeners, and how reckless, on-air comments can actually build ratings. For better or worse, millions of (mostly) male listeners indulge their obsession with sports to the exclusion of virtually everything else available on the radio dial-music, news, and political talk. This unique book examines how this niche of the niche has formed a bond between its hosts and their rabid, passionate, and loyal audiences, spinning the dial from the largest, best-known stations in big-league markets to smaller stations in Collegetown, USA, including Philadelphias WIP, The Ticket, KTCK in Dallas, WEEI in Boston, The Team, WQTM in Orlando, KJR in Seattle, KOZN The Zone Omaha, Nebraska, WGR and WNSA in Buffalo, Kansas Citys WHB, and The Fan, WFAN in New York, the first all-sports radio station and the blueprint for the format. Sports-Talk Radio in America puts you in the studio with Mike and the Mad Dog, Angelo Cataldi, Howard Eskin, The Musers (Junior Miller and George Dunham), Norm Hitges, John Dennis and Gerry Callahan, Dan Sileo, Howard Simon, and Art Wander. Sports-Talk Radio in America examines: how stations create an environment in which listeners become part of a social group (social-identity and self-categorization theories) personality-driven programming the stations commitment to local teams and their fans how exploring controversial topics beyond sports broadens stations appeal and attracts upscale, affluent audience how an abundance of live, play-by-play broadcasting, creating plenty of available content college sports in a town without a major professional sports team how local sports is framed by hosts and callers the conflicted relationship between sports-talk radio and the print media and much more! Sports-Talk Radio in America is a must-read for academics and professionals working in radio-television and popular culture.

"This book's addictive mixture of sports-talk radio history, communication theory, and research makes it A Hard-To-Put-Down, Entertaining Read."