

# Sports Journalism

- **“Toy Department”**
  - Traditionally scores, highlights – no hard news
  - Has evolved over time to include more social, political content
- **Early newspapers – little coverage**
  - Occasional coverage of oddities
  - Organized sports limited to upper classes – colleges
- **Industrialization**
  - Roughly 1865-1900 - From agrarian to a manufacturing economy
  - Improvements in printing and distribution technology
  - Newspapers built circulation, sold more advertising
- **Mass media and sports stars**
  - Popular culture requires mass media
  - “Manly” men – boxing – first major U.S. sports stars
  - Star power plus event value – drove readership

# Sports Journalism

- **Team sports (college and pro)**
  - College sports – mid-1800s – but few went to college
  - Baseball – National League – 1876; American League – 1901
  - NHL – 1917; NFL – 1920; NBA – 1946
- **Technology drives coverage**
  - Newspapers, radio, movies, eventually television & computers
  - Regional audiences, then national, then international
- **Sports stars become cultural icons**
  - 1920s – Babe Ruth, Jack Dempsey, Red Grange
  - First women stars – Didrikson, Connolly, Williams, Gibson
- **Magazines, Television, Internet**
  - Sports Illustrated – 1954; ESPN – 1978; ESPN.com - 1995
  - Discovered insatiable desire for material
  - Athletes covered in more depth

# Sports Journalism

- **Sports coverage goes beyond games**
  - “Stick to sports”
  - Controversies often about race, religion
  - Jack Johnson – early 1900s
  - White Sox – threw 1919 World Series
  - Jesse Owens – 1936 Olympics – also Glickman and Stoller
  - Hank Greenberg – 1930s-40s
  - Jackie Robinson – 1940s-50s
  - Sandy Koufax – 1960s
  - Jim Brown – 1960s-70s
  - Muhammad Ali – 1960s-70s
  - Billie Jean King – 1970s
  - More recently – Colin Kaepernick, LeBron James, etc.

# Sports Journalism

- **Key elements in digital age**
  - Covered in more depth than ever before
  - More sports-only outlets
  - More money involved
  - Gambling no longer taboo
  - Stars try to control own image
  - More potential for controversy

# Entertainment Journalism

- **1800s: Media different, entertainment different**
  - Local scale – town bands, local theaters
  - Political figures were first “stars”
- **Traveling and technology**
  - Trains – traveling theater – Vaudeville
  - Moving pictures – Edison, late 1800s
  - Improved mail and printing – magazines – national publicity
- **Movies, records, radio and celebrities**
  - New competing technologies in 1910s-20s
  - Movie studios, record labels, radio networks
  - Magazines and newspapers supported new platforms
- **Social and economic changes**
  - Great Depression, WWII – people wanted diversions
  - Radio and TV – in-home entertainment
  - After WWII – expectation of leisure time, disposable income

# Entertainment Journalism

- **Why were people famous?**
  - Achievements vs. politics vs. sports vs. entertainment
  - Critical coverage of different kinds of celebrities
  - Public vs. private – magazines, gossip columns, etc.
- **Publicity machines**
  - Movie studios, record labels, TV networks avoided controversy
  - Movie content – Hays Code of 1934 – ratings system 1968
  - TV – controversies over language, sexual content
  - Popular music – early divided audiences
- **Race and entertainment**
  - Clearly defined gender, race roles for decades
  - Pushing the envelope – 1950s-60s-70s
  - Cultural changes reflected in entertainment content, coverage
- **Active audiences**
  - New technologies gave audiences more control – time-shifting
  - Videotape, discs, streaming, eventually digital audio/video
  - No longer had to follow traditional distribution and schedules

# Entertainment Journalism

- **Celebrity culture**

- For decades, a product of corporate publicity machines
- Drove circulation and ratings
- Entertainment-focused media – People, Entertainment Tonight, etc.
- Transformed by social media

- **Controversies**

- Fatty Arbuckle, 1921 – charged in death of young actress
- Errol Flynn, 1943 – accused of sex with underage girls
- Ingrid Bergman/Roberto Rossellini, 1949 – affair
- Elizabeth Taylor/Eddie Fisher/Debbie Reynolds, 1957
- Marilyn Monroe/JFK, early 1960s

# Entertainment Journalism

- **Key elements in digital age**
  - More media, more entertainment, more coverage
  - Covered in more depth than ever before
  - More platforms than were ever imagined
  - Stars try to control own image
  - More potential for controversy