GUIDE to the
RADIO & TELEVISION BROADCASTING COLLECTION

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Claudette Scrafford
November 2015
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BL-745.2015

Title
Radio & Television Broadcasting Collection

Inclusive Dates
1932 – 1975

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Abstract
A collection of correspondence, agreements, clippings, and studies.

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Scope and Content
The correspondence details the history of the early onset of broadcasting games via television. The resistance by some and the potential of this new market by others. Includes the legal aspects, territorial rights, advertisement restrictions, the distribution of shares, and how this compares to radio broadcasting. Included are executed agreements, National League team petitions on World Series shares distribution preferences. Correspondence relating to “Monday Night Baseball”, “Game of the Week”, “NBC’s Salute to Baseball”. Research studies on the effect of television and attendance and presentations.

Controlled Access Terms
These records are indexed under the following terms in the National Baseball Hall of Fame’s Library catalog.
Corporate Names
- American League of Professional Baseball Clubs
- National League of Professional Baseball Clubs
- Major League Baseball
- Columbia Broadcasting Co.
- National Broadcasting Co.
- Latin America Radio Television Corporation
- Radio-Television Manufacturers Association
- Gillette Safety Razor Corporation
- Theatre Network Television

Personal Names
- Landis, Kenesaw Mountain 1866-1944
- Frick, Ford C. 1894-1978
- Harridge, William 1883-1971
- Giles, Warren 1896-1979
- Cronin, Joseph E. 1906-1984
- Jordon, Jerry N. 1928-2015

Subject Headings
- Collective labor agreements
- Collective bargaining
- World Series
- All-Star games
- Correspondence
- Agreements
- Radio broadcasting
- Television broadcasting
- Baseball – economic aspects
- Advertising
- Baseball attendance

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          Wm Harridge, Joe Cronin
          NBC, Columbia Broadcasting Co., Gillette

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   ‘An outline of new television techniques’, 9 pages, c. 1948
   W.C. Eddy, WBKB Chicago and Chicago NL Baseball Club
Folder 23 Report on Fact Finders Associates, Inc. ‘Study of the Extent of Interest in
   Televised Baseball for the Chicago Area’, 20 pages, Dec 13, 1948
Folder 24  ‘Theatre Television: the growth of television in the motion picture theatre’  
An address delivered by Nathan L. Halpern, before the Motion Picture  
Theatre Owners of St. Louis, Eastern MO and Southern IL convention  
Nov 8, 1949, 16 pages  
Introductory comments by Gael Sullivan, Executive Director

‘Harnessing the Television Giant for Theatre Television’  
An address delivered by Nathan L. Halpern, before the Theatre Owners of  
Oklahoma. Mar 28, 1950, 13 pages  
Introductory comments by Gael Sullivan, Executive Director

Folder 25  ‘The continuing study in television homes’, Vol. 1, Report 1, Jan 1949

Folder 26  ‘AM-FM Television Broadcast News’, No. 56, Sept 1949, 84 pages  
‘Baseball television’ by John P. Taylor, pages 8 - 27  
Pages 28 – 80 has info and photos on 14 television stations

‘Camera placement and switching for baseball broadcasting’, c. 1947  
by John P. Taylor, pages 57 – 69; original place of publication unknown

Box 4
Folder 1  ‘Report of Radio-Television Survey’, 1950; a study of the decreased  
attendance, and the reasons therefor, at the baseball games of the National  
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comparing the 1949 season with the season of 1950  
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May 29, 1950 (see folder 3 for presentation title)

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events’, presented by Jerry N. Jordon, Graduate School, U of PA, 21 pages  
May 15, 1950 at the annual convention of the National Association of  
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Folder 4  Spiral bound copy of the above mentioned presentation, 112 pages, 1950  
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Folder 5  ‘Analysis of 1950 baseball attendance’, by Jerry N. Jordan, 1950, 15 pages  
Published and distributed by Radio-Television Manufacturers Association  
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Folder 7  ‘Just what has television done to recreation-communications?’, by Jerry N. Jordon, c. 1952, 17 pages; RTMA press release Apr 7, 1952

‘1952 an amazing year in sports’, a summary by the Sports Committee of the Radio-Television Manufactures Association, 6 pages

Folder 8  Sportsplan, Inc., their proposal to Baseball to represent them in merchandising, licensing, and special projects, November 1966