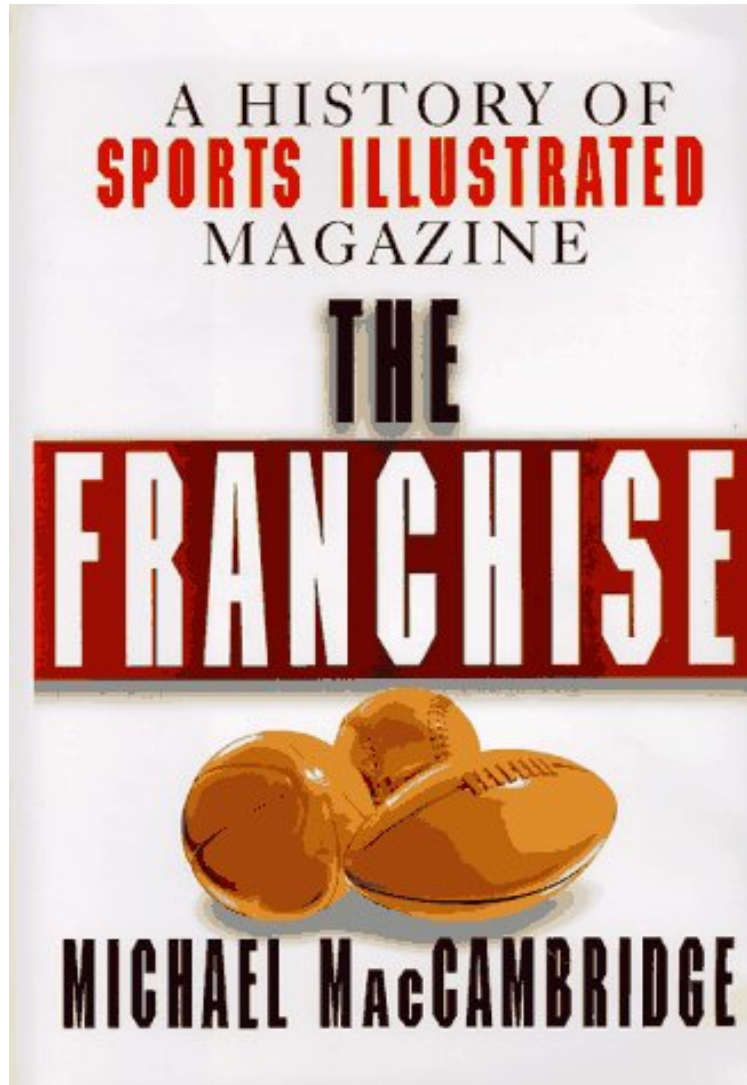


The Franchise: A History of Sports Illustrated Magazine

Michael MacCambridge

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Michael MacCambridge : The Franchise: A History of Sports Illustrated Magazine before purchasing it in order to gage whether or not it would be worth my time, and all praised The Franchise: A History of Sports Illustrated Magazine:

1 of 1 people found the following review helpful. Sports before ESPNBy Jim LesterYears before ESPN, Sports Illustrated defined the nature of sports in America. Founded in 1954 by Henry Luce of Time, SI started as a magazine devoted primarily to upper class activities like polo and yachting. Author Michael MacCambridge deftly traces the history of SI from that moment, through the editorship of Andre Laguerre, the hard drinking force behind the movement to make SI a magazine about the "sweat sports"--football, basketball, baseball and track--on into SI's glory

years before the advent of ESPN in the 1990s. Along the way, MacCambridge shows how Sports Illustrated redefined sports in the 1950s, shifting from an attitude of jock worship to a more cynical and realistic modern view. He also includes interesting profiles of some of the magazine's legendary writers like Dan Jenkins, Tex Maule and Frank Deford. Having written some about sports in the fifties (HOOP CRAZY: COLLEGE BASKETBALL IN THE 1950s), I found THE FRANCHISE to be an enjoyable and informative contribution to both the history of sports as well as the history of journalism. 0 of 0 people found the following review helpful. What a history By Tommy McClelland Great book, super low price. SI had a shaky start with lots of boozers, but they survived and now may face a new challenge: ESPN. 0 of 0 people found the following review helpful. Sports Illustrated By Alan Metheny If you love SI and ESPN you love this book.

"I think over the years, it legitimized sports. All of a sudden, you could read a sports magazine, and still be considered able to read, for starters." -- Ray Cave Sports Illustrated magazine is one of the great publishing success stories of the past 50 years -- a pop cultural phenomenon that has grown into a financial monolith, generating profits of more than one billion dollars since 1984. But if its success seems inevitable in retrospect, you don't know the whole story. Launched by Time Inc. patriarch Henry Luce in 1954, SI was for years dismissed by many mainstream sports fans as a snobbish, upper-crust magazine. One writer called it "a slick cookbook for the two-yacht family." But in the late '50s and early '60s, SI's prose was altered and enlivened by a new breed of smart, irreverent sportswriters, who were unapologetic about the central role of sports in modern society. They worked under legendary managing editor Andre Laguerre, the hard-drinking Frenchman who instilled SI with a breadth of vision that no sports magazine had ever possessed. From that collaboration emerged the blueprint for modern sports journalism, as well as the quintessential middle-class American magazine of the postwar era. The period also saw the debut of the controversial swimsuit issue, still the highest profile special issue in American magazine publishing. Laguerre's transformation of the magazine -- which largely took place in a series of small, untrendy bars in midtown Manhattan in the '60s and '70s -- is one of the great untold stories of American journalism. It features a superb team of larger-than-life sportswriting legends like Dan Jenkins, George Plimpton, Frank Deford and Roy Blount, Jr., as well as cutting-edge photographers like Walter Iooss, Jr. and Neil Leifer. The Franchise: A History of Sports Illustrated Magazine is the first book to tell the story, documenting the development of one of the most fascinating and dominant franchises in all of American sports, from its obscure beginnings to its present-day prominence. Filled with never-before-told inside stories about the game behind the games, it's a book for anyone who cares about sports, good writing and the high stakes world of modern media business. Michael MacCambridge worked for eight years as a columnist and critic at the American Statesman, writing about movies, music, and popular culture. He lives in St. Louis with his wife, Danica Frost.

.com The Franchise recounts the story of an industry joke that went on to become one of the most successful magazines in publishing history. Under the visionary leadership of managing editor Andre Laguerre, Sports Illustrated--launched in 1954--continually pushed the envelope, revolutionizing color printing in the process and making the careers of an immensely talented group of writers and photographers. Author Michael MacCambridge analyzes editorial and marketing strategies, including the infamous swimsuit issue, and profiles most of the key players--with an emphasis on the crack team of sportswriters that has included such talents as Dan Jenkins, Frank Deford, and Rick Reilly. From Library Journal Believe it or not, there once was a time when Sports Illustrated didn't do a swimsuit issue and readers didn't get a free gadget for subscribing. MacCambridge, a onetime pop culture reporter, chronicles SI's evolution from its shaky start as a snooty publication covering too many yacht races and polo matches to its present status as the leading sports journal in America. Based on over 300 interviews with former and current staffers, it offers an inside perspective, crammed with blow-by-blow accounts of the office rivalries and schemes that shaped the magazine. Profiles of renowned sportswriters like Dan Jenkins and Frank Deford are included, along with those of managing editors Andre Laguerre and Mark Mulvoy, who were instrumental in developing the magazine. MacCambridge also examines the print and electronic competitive challenges SI has faced, and, of course, he covers the story behind the swimsuit issue as well. Essential for all public libraries. ?Peter Ward, Lindenhurst Memorial Lib., N.Y. Copyright 1997 Reed Business Information, Inc. From Kirkus s Former Daily Variety reporter and newspaper columnist MacCambridge makes an entertaining debut with the story of one of America's most successful magazines. When discussions leading to its creation began in 1952, Sports Illustrated was an unlikely expression of Henry Luce's desire to add a new magazine to the Time-Life stable--unlikely because none of the Luce staff were sports fans. Indeed, in 1954 when the first issue hit the stands, most sports fans were more blue-collar than blue-blood; the big boom in the spectator sports business was about to happen, fueled by Eisenhower-era prosperity, the suburbs, and television. Sports Illustrated, after a very rocky beginning, would be a major factor in that explosion. What set the SI ship aright was the arrival of Andre Laguerre as the magazine's managing editor. Laguerre was an improbable leader for this publication, a former confidant of Charles de Gaulle, witty and urbane, schooled in the complexities of European politics. But the former journalistic boy wonder was also an astute judge of writing talent and a flinty but

sympathetic leader whose staff quickly became unswervingly loyal. He assembled a team of superb sportswriters, heavily inflected by a group of Texans that included the brilliant Dan Jenkins. The result was a risk-taking, visually breathtaking magazine, featuring a consistently high quality of writing. SI helped make it respectable to follow spectator sports and changed the way that they were covered. But no Camelot lasts for ever. As MacCambridge astutely observes, the magazine was the victim of a gradual shift not unlike the one occurring in the sports it covered, with money and marketing becoming the forces that drove the vehicle; editors became more important than writers, pictures than prose, and tie-ins than quality. MacCambridge tells this story sympathetically and wittily. At its best, this is an entertaining, even poignant, portrait of the rise and not-quite-fall (but very real slippage) of an institution in American publishing. -- Copyright 1997, Kirkus Associates, LP. All rights reserved.