

# RACING MEDIA & THE 21<sup>ST</sup> CENTURY FAN

- Cyrus J. Madan

**“If you insist that two and two must always be four, if you think what should be will be, if you cannot dream a little, forget about the turf. Put on a white coat with a beeper in your pocket and find a laboratory somewhere. To enjoy the turf you have to accept that two and two is often five or nine, or more commonly, nought.”**

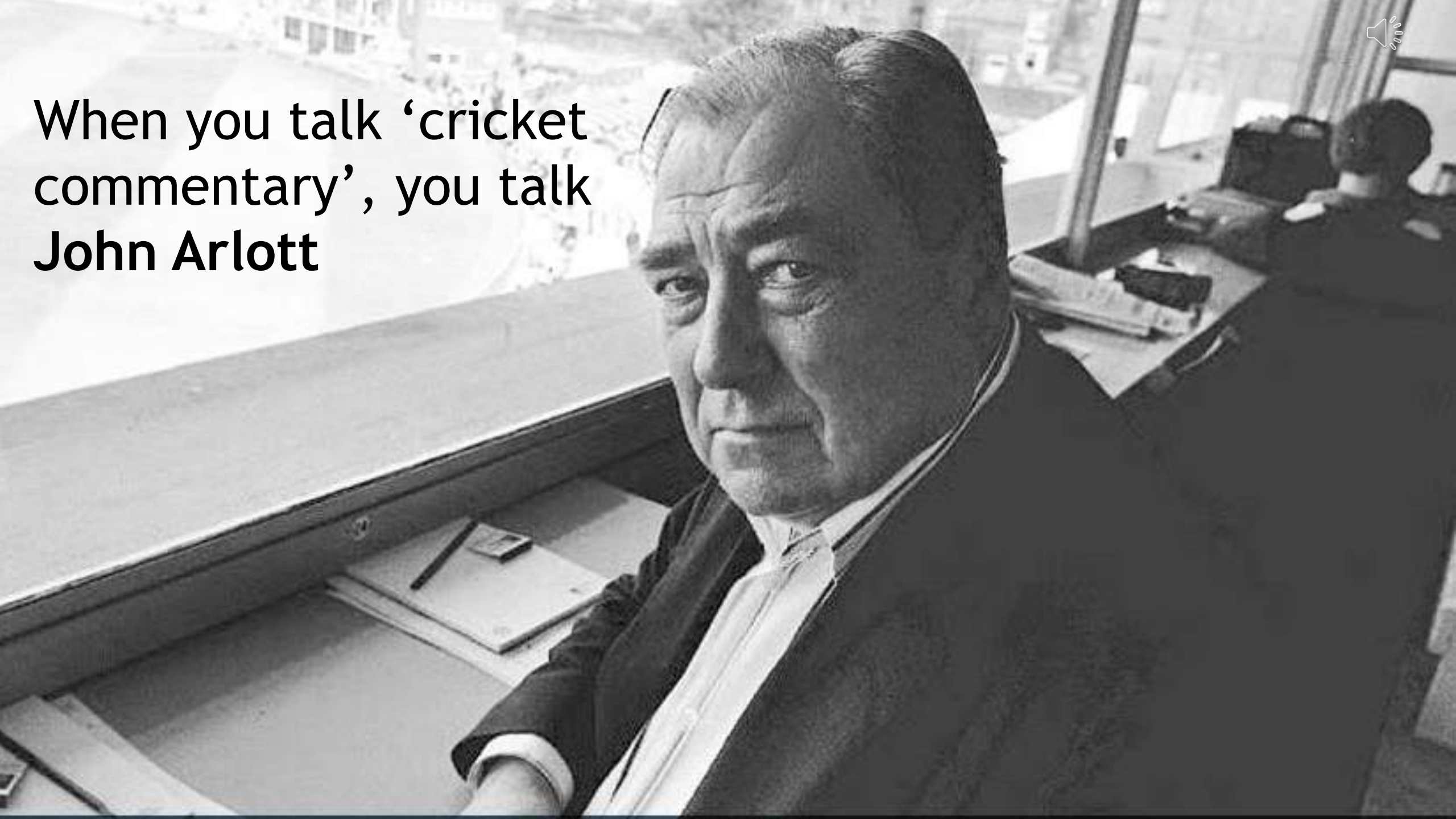
**-Les Carlyon**



The radio - which brought sport to every household with live commentary!

The Radio was the Internet  
of our Youth. Its dial, a  
webpage. Its tuning knob,  
the mouse. All of it to take  
you on a journey of  
discovery.

When you talk 'cricket commentary', you talk **John Arlott**





# Broadcast History

- ▶ The historian, William Peck Banning claims that the first sports event ever broadcast was the 1920 World Series
- ▶ But, what will always be remembered was the radio broadcast of the heavyweight boxing bout between Dempsey and Firpo
  - ▶ Story has it that in the first round, Dempsey was knocked out of the ring and landed on the radio commentator, Graham McNamee who was kayoed
  - ▶ His partner, Major Andrew White moved in and commentated the rest of the fight



## What would football have been without commentary?

On the 22<sup>nd</sup> of February, 1927, BBC Radio Service gave listeners the unique experience of listening to the first ever football commentary as Arsenal took on Sheffield United at Highbury

Here's a clip from the 1976, UEFA Cup Final between Liverpool and Bruges



# Horse Racing Commentary

- ▶ Horse Racing Commentary has always been in a league of it's own
- ▶ The only sport ever that has had an on-course commentator from the very outset
- ▶ It is the one sport where commentating styles hardly changed when the medium shifted from radio to television



# Media and creating legends

- ▶ It's been a conglomerate of the print media and the electronic media that have combined to make superstars out of horses, jockeys and trainers
- ▶ Frankel has been immortalized in the archives of time and so too were men like Sir Henry Cecil and the Legendary Lester Piggott



# The Indian Chapter

- ▶ Sport, especially cricket, is like a cult or a religion in India
- ▶ Sadly, no other sport in the country gets the same sort of hallowed status
- ▶ Horse racing would probably figure in the lower rungs of the ladder
- ▶ But, there is light at the end of the tunnel. Today we have dedicated horse racing websites and live television coverage. A huge step forward for the 21<sup>st</sup> Century racing fan