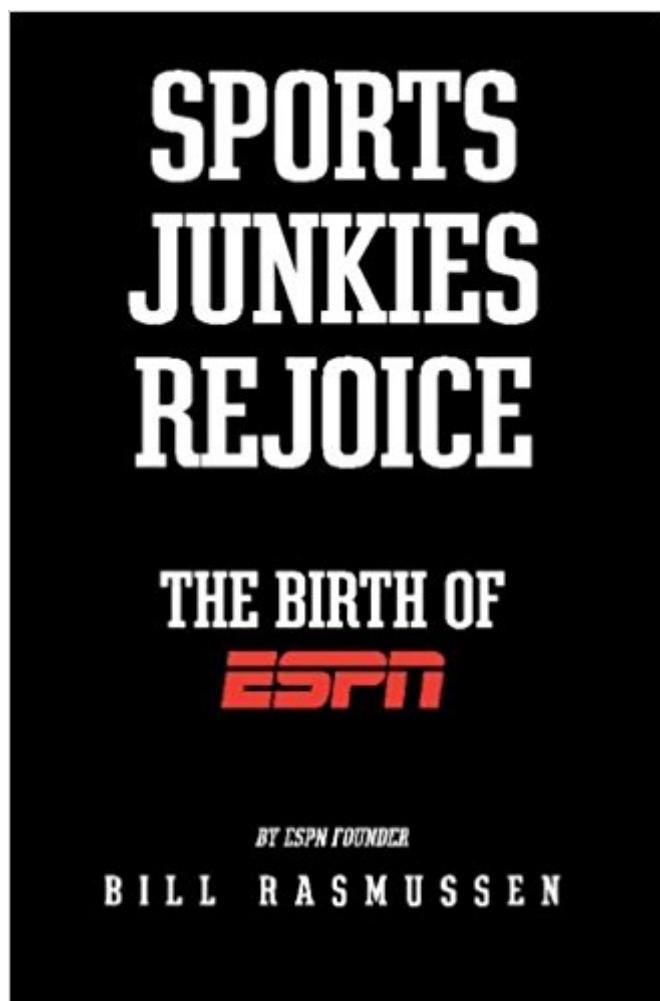


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# Sports Junkies Rejoice: The Birth Of ESPN



## **Synopsis**

If you pride yourself on knowing everything there is to know about ESPN, you'll need to own this book to cover all the bases. Do you know about the \$9,000 credit card advance, the first advertiser on ESPN, or the cost of ESPN's first satellite transponder? Or why ESPN is based in Bristol, Connecticut? All that and more about the early days is covered by Bill Rasmussen in "Sports Junkies Rejoice! The Birth of ESPN."

## **Book Information**

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## **Customer Reviews**

Pursuing the American Dream with tenacity, entrepreneurial daring and fierce determination, using the tools of the day, we launched ESPN. Here's to you sports junkies . . . Rejoice!

"Only Bill Rasmussen can take you back, back, back, back to the beginning of the greatest success story in the history of sports television. His ideas, his enthusiasm, his fierce determination and belief in success changed the way we all watch television and televised sports today."Chris Berman, ESPN"You were a man ahead of your time! A Genius - God Bless!"Dick Vitale, ESPN"Bill Rasmussen dramatically altered and elevated the world of sports. What he did changed the landscape of TV sports."Sports Illustrated - Forty for the AgesFortieth Anniversary - 1994"The Father of Cable Sports"USA Today, 1994"What we're creating here is a network for sports junkies. This is not a network for the soft-core sports fans who like to watch the NFL and then switch to the news."Scott RasmussenCo-founder, ESPN

This is a terrifically accurate book about the humble beginnings of what has become the most iconic brand in sports and television. Bill and his son Scott, with their tenacity to implement their idea forever transformed the landscape of American sports. Their combined effort is felt daily around the globe by countless sports fans who watch ESPN and it has become, as predicted by former Disney Chairman Michael Eisner as the "crown jewel" of the Disney empire. This book is how the idea became reality and as I stated at the outset it is incredibly accurate and a must read for anyone interested in the subject or an entrepreneur who has an idea.

When I bought this book, I thought it would be a brief preview of getting on the air and a look at the network through the '80s. How wrong I was as this whole book talks specifically about just getting the network on the air! The author's initial idea was creating a regional network for the New England area but soon got lucky in getting transponder space on a satellite and being able to beam a signal all over the country. That led to the creation of what he originally called ESP. From money woes, hiring talent, dealings with the NCAA and finishing construction shortly before airtime, this is a great read.

"Sports Junkies" is MUST READ for sports and ESPN enthusiasts, for sure. But it is also a MUST READ for anyone interested in celebrating the true grit of American entrepreneurship. Bill Rasmussen and his son, Scott, created "The Worldwide Leader In Sports" from nothing, with no money! It is fascinating to read about how they overcame countless obstacles along the way with some creative thinking and a whole lot of guts! I could not put it down.

"Sports Junkies Rejoice! The Birth of ESPN" is the definitive insider's account of the origin of the Worldwide Leader in Sports. As someone who was 17 years old when ESPN first went on the air on September 7, 1979, my sports life (and in many ways, my professional career) has been personally impacted by Bill Rasmussen's creation. His book reveals what the situation was with television in the late 1970s, his career up to that point in sports, the entrepreneurial leap of faith he made when his career with the New England Whalers was suddenly over, and how he, his son Scott, and a small band of believers got ESPN on the air for the very first time. If you are a sports fan, and you are old enough to remember a time before ESPN, this story will amaze you. Rasmussen's audacity, enthusiasm, and persistence carried the day, and it's not only an inspiration to sports fans but to small business owners and entrepreneurs of any stripe. If you are a sports fan but have no recollection of any time before ESPN, then prepare to be shocked at a world with no cable TV, no

CNN, no MTV, only a few select sports broadcast on three major broadcast networks before Rasmussen and his small band of pioneers forged a new way of looking at sports on TV. The new paperback edition, published in the summer of 2010, contains some updates to Rasmussen's story and new comparisons of ESPN then and now. I've read it several times now, given it as a gift to others, and highly recommend it to anyone who loves sports, loves ESPN, and wants to know what really happened."

What started as an idea for a few hours of regional sports coverage changed the way we view sports, and really, all television. Rasmussen's description of the events that led to ESPN's launch reads like a sports broadcast. It's conversational, fast-paced, and has all the tense moments, characters, and momentum changes of a championship series. There are other books out there about how ESPN came to be, but this is the only from the mind that started the ball rolling. Aside from a great story, it's also quite motivational. It goes to show that if you keep your eye on the prize and keep pushing (with a little help from your friends), you can make miracles happen.

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