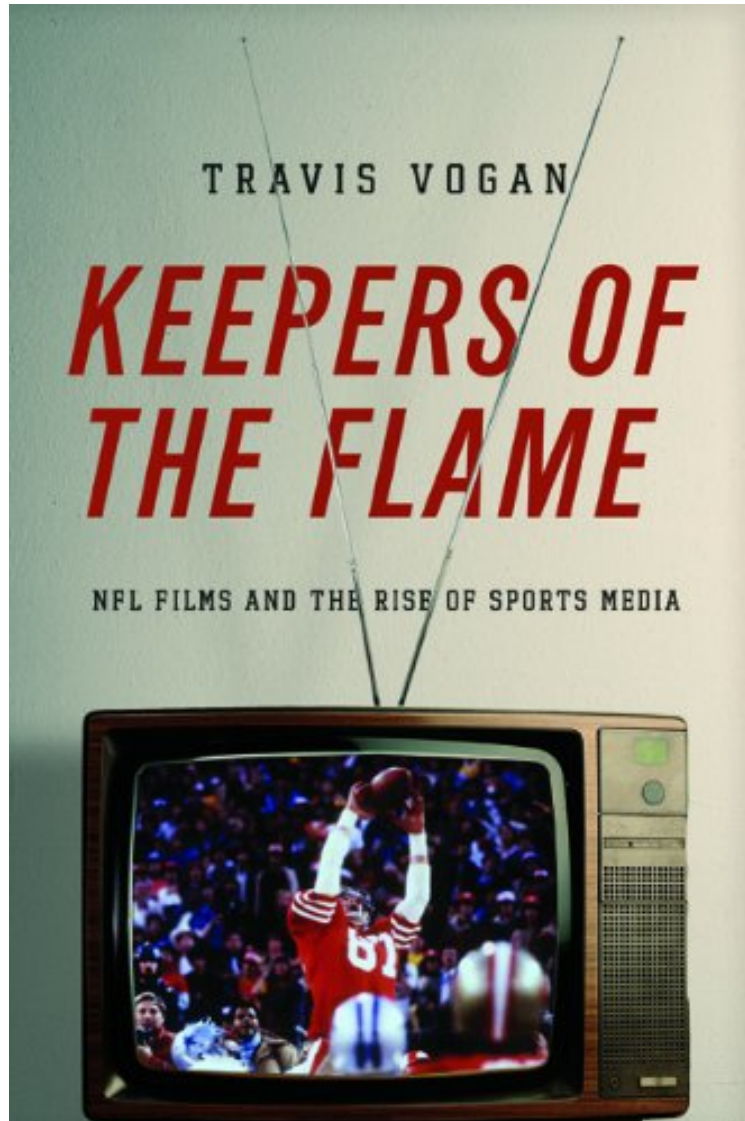


[Library ebook] Keepers of the Flame: NFL Films and the Rise of Sports Media

Keepers of the Flame: NFL Films and the Rise of Sports Media

Travis Vogan

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



+

READ ONLINE

#1455324 in Books Vogan Travis 2014-02-12Original language:EnglishPDF # 1 9.00 x .70 x 6.00l, .0 #File Name: 0252079914256 pagesKeepers of the Flame NFL Films and the Rise of Sports Media | File size: 32.Mb

Travis Vogan : Keepers of the Flame: NFL Films and the Rise of Sports Media before purchasing it in order to gage whether or not it would be worth my time, and all praised Keepers of the Flame: NFL Films and the Rise of Sports Media:

1 of 4 people found the following review helpful. Author seems to enjoy saying the same things over and overBy John C. MclaurinInteresting, but a little "over the top" in it's explanation of NFL Film's purpose. Way too scholarly for the

average reader. Some sentences run on so long that you lose the idea author is trying to make. I didn't need to be told that they glorify the NFL and it's players. Author seems to enjoy saying the same things over and over, but uses almost mind numbing routes getting there. I knew the purpose and techniques of NFL Films just by having a brain. What I really wanted to read was the technical aspects of how they do what they do and what brought these into being...When I finished the book, I felt as though the author had tried to destroy the image of NFL Films and it's future while at the same time trying to cover his butt by saying how much he respected the Sabols and their product.

4 of 4 people found the following review helpful. Well-Researched Examination of an Original Subject By Liebo Think about the seminal moments in NFL history. The Catch. The Immaculate Reception. The David Tyree catch that for some reason still lacks a catchy nickname. Imagine these events in your head. Do you have any idea of what the live television footage of those plays were like? You might be able to conjure up some vague recollections of what Tyree's catch looked like, but in general I'm guessing this was a pretty tough task. You are likely far more familiar to NFL Films' footage of such events, and the company has been documenting and canonizing professional football games since tiny Blair Motion Pictures won the rights to the 1962 NFL championship game. Travis Vogan's new book *Keepers of the Flame* documents the history of NFL Films and analyzes the evolution of sports media. Written by an academic and published by the University of Illinois Press, the book is appealing to football fans both inside and outside the ivory tower thanks to Vogan's extensive research and original subject matter. The first aspect worth mentioning about *Keepers of the Flame* is that it takes a more scholarly tone than the average football book (for what that's worth). Vogan is an assistant professor of journalism and mass communication at the University of Iowa and his book is clearly intended to contribute to the academic discourse of football, sports media, and the business of sport. It has the somewhat detached emotional tone common to scholarly books and cites some deep thoughts by sociologists and cultural critics about the documentary form and role of media. That being said, this isn't a treatise on monetary economics or something. I would have definitely tried to take a class with Vogan had I attended Iowa and by that same logic I decided to pick up *Keepers*: I think the fundamental subject matter is fascinating and I want to learn more about it. So don't let the nature of the book dissuade you from reading it if you share my interest in the subject matter.

Vogan starts out with an exceptional and extensively-researched section on the history of the Sabols and NFL Films. Steve Sabol has been featured in the "A Football Life" series on NFL Network and the history of NFL Films has been covered in books such as *America's Game* by Michael McCambridge but Vogan's treatment is by far the most comprehensive and interesting. The Sabols were a pretty eccentric bunch, as *Keepers* outlines anecdotes such as Steve Sabol's quixotic Heisman campaign has a backup fullback at Colorado College that included local newspaper ads, postcards, t-shirts, and buttons and managed to fool the (presumably incredibly inattentive) local sportswriters to name him to the All Rocky Mountain Conference Team. Outside of these factoids, Vogan also presents the best history of how humble Blair Pictures managed to eventually become the media behemoth that is NFL Films. The history chapter reads like an excellent longform magazine article and stands well by itself. The rest of the book examines topics such as the aesthetics of NFL Films' productions and the company's role in elevating the league and its players to the greatest heights of importance. The Sabols were meticulous auteurs (with quite a bit of cultural literacy and included some highbrow references to works such as Akira Kurosawa's *Rashomon* in their movies) and went great to great lengths to present works of artistic merit. Vogan outlines signature elements such as the "tight on the spiral" aerial footage of the prolate spheroid and microphoning of players and coaches, a first among sports media entities. One benefit of reading academic authors is that they generally leave no stones unturned in their research, and Vogan is no different. He had access to Steve Sabol and was even granted the opportunity to visit NFL Films as often as he wanted. He also was able to sit down with producers, archivists, and administrators at NFL Films and the Pro Football Hall of Fame. This allows for some great original insights and trivia, such as how NFL Films' reliance on 16mm color film has made them Eastman Kodak's largest current client and the intricacies of the complex SABER system used to classify game footage which includes subcategories such as "Sweat," "Praying," and "Torn Uniforms." Vogan spends a substantial share of the book writing on NFL Films' role as acting as a historian and propaganda arm for the league. Their productions allow the game to achieve a higher level of significance compared to other sports and seem more consequential in general. He also analyzes major films such as "Big Game America" for their portrayal of the sport and its athletes and how they were influenced by the current culture. People definitely took NFL Films' highlight films seriously, and in the 1970s the Pennsylvania State Legislature even passed a resolution censuring Monday Night Football because the NFL Films highlights that ran during halftime were apparently Steelers-deficient. Vogan concludes with a look at NFL Films today and how it is adapting to a shifting media market and trying to avoid obsolescence by aiming for a niche role and seeking out older audiences.

In Sum I am not an academic and I didn't read *Keepers of the Flame* to cite it in a college essay or thesis or something. I simply picked it up because to my knowledge NFL Films hadn't yet received a full book treatment and it seemed like it would be an interesting read. Travis Vogan ultimately delivers a very well-researched and often illuminating look at an NFL cultural institution. Understand that while this book is academic in tone and quotes people like Pierre Bourdieu, it is still a great read for anyone interested in NFL Films and the history of sports media.

8/104 of 4 people found the following review helpful. Excellent institutional history of NFL Films By Zack Furness This is an excellent institutional history of NFL Films that

is based on extensive archival research and interviews. While Vogan focuses a great deal of attention on NFL Films as an organization and media producer, he also engages significantly with the content of the films and cultural contexts in which they are made and watched. Unlike many academic texts, the writing is clear and not heavily reliant on discipline-specific jargon - you don't have to be a professor or an expert on sports in order to enjoy it. With that being said, I highly recommended the book for scholars who do work on sport, film, television and/or popular culture.

NFL Films changed the way Americans view football. *Keepers of the Flame: NFL Films and the Rise of Sports Media* traces the subsidiary's development from a small independent film production company to the marketing machine that *Sports Illustrated* named "perhaps the most effective propaganda organ in the history of corporate America." Drawing on research at the NFL Films Archive and the Pro Football Hall of Fame and interviews with media pioneer Steve Sabol and others, Travis Vogan shows how NFL Films has constructed a consistent, romanticized, and remarkably visible mythology for the National Football League. The company packages football as a visceral and dramatic sequence of violent, beautiful, graceful, and heroic gridiron battles. Historically proven formulas for presentation--such as the dramatic voiceovers once provided by John Facenda's baritone, the soaring scores of Sam Spence's rousing background music, and the epic poetry found in Steve Sabol's scripts--are still used today. From the Vincent Price-narrated *Strange but True Football Stories* to the currently running series *Hard Knocks*, NFL Films distinguishes the NFL from other sports organizations and from other media and entertainment. Vogan tells the larger story of the company's relationship with and vast influence on our culture's representations of sport, the expansion of sports television beyond live game broadcasts, and the emergence of cable television and Internet sports media. *Keepers of the Flame: NFL Films and the Rise of Sports Media* presents sports media as an integral facet of American popular culture and NFL Films as key to the transformation of professional football into the national obsession commonly known as America's Game.

"Vogan is able to conclude that by NFL Films' "manufacturing pro football's significance" the average fan was "taught" how to watch football, eventually leading to the replacement of baseball as "America's Pastime" with NFL football as "America's Game."--*Journalism History* "NFL Films changed the way thought not just about football, but, in many ways, about film. We televise sports in countless ways, from IMAX cameras to our iPhones, and no one does it as well as them. Travis Vogan captures why NFL Films is important and tells a vivid, smart tale of how they've survived, and thrived." -- Will Leitch, author of *Are We Winning?* and *God Save The Fan*, senior editor *Sports On Earth*, founder *Deadspin*