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Book Review:
Baseball America 1991 Radio TV Cable Directory
Reviewed by Bill Hardy

I became aware of the Baseball America Radio-TV-Cable Directory two years ago during the preparation of our club's IRCA AM-FM Almanac. Dale Park had obtained permission from Baseball America, a twice monthly fan publication, to use station listings from their directory in his Sportscentre column as well as our Almanac. I had not seen the actual publication until this year, when Mike Hardester sent me a copy for review.

I must say that I am quite impressed with the publication. Its low cost of \$4.95 makes it affordable to any DXer wishing to get complete radio information, as well as TV and cable, early in the season. The directory is normally available in May of each year, which gets it into your hands much quicker than DX bulletins such as IRCA and NRC traditionally have been able to do. And there is much information, such as sponsors, which may be of help to you.

The target audience for the directory is the baseball fan, who can locate broadcasts in his home area, and also find stations while travelling. The lists are arranged by team and then geographically, which is a handy format for use by travelling DXers as well. For instance, under Boston, the Red Sox list has stations in CT, FL, ME, MA, NH, RI, and VT, and alphabetically by city within the state. Calls and frequency are given, and the list seems quite accurate. Other information you can use includes the team's and flagship's address and phone, announcers, sponsors, and any Spanish or French broadcasts. And each team's minor-league affiliates, stations, number of games, and announcers are included, plus a listing of some independent minor-league teams. Look for similar information on TV and cable. And of special interest is the national listing, including the lineup for CBS Radio baseball, on which I learned that my 1450 local had signed up! There's also a summary of CBS-TV and ESPN cable coverage, and even team videos you can order.

The book is 64 pages, 4" wide and 9" tall and will fit into a large pocket, as well as a legal-size envelope. It's printed in black and white with excellent typestyles and a heavy-duty cover. Look for photos of Joe Garagiola, Jack Buck, Tim McCarver, Vin Scully, Harry Caray, and many other announcing greats, including legends Red Barber and Mel Allen, who are the topics of feature pages. And for most teams, their greatest broadcast moments are recalled in "How It Happened," ranging from 1940 to 1987, such as 1951's "The Giants win the pennant!!" or Hank Aaron's 715th home run or a World Series victory. All these items make interesting reading while you're perusing the 1400's looking for a Dodgers outlet.

I am planning to order the directory each spring. It is a good book in its own right, and will fill in the gaps before the Almanac updater compiles its baseball lists by frequency each summer. You may order by credit card at 1-800-845-2726 (9am-5pm Eastern), or send \$4.95 in U.S. funds to Baseball America, P.O. Box 2089, Durham, NC, 27702.