

FOR IMMEDIATE RELEASE  
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## **The Museum of Television & Radio Receives Donation of More Than Seventy Boxing Matches Broadcast on Radio Since 1934**

This collection includes:

- **Classic fights with Joe Louis, Max Schmeling, Rocky Marciano, Sugar Ray Robinson, and Muhammad Ali, among others**
- **Blow-by-blow commentary and pre- and post-fight shows with Don Dunphy, Howard Cosell, Clem McCarthy, Sam Taub, Jack Drees, among others**

**This collection has been generously donated by Bill Cayton,  
the creator of *The Greatest Fights of the Century***

*New York, NY and Los Angeles, CA* —The Museum of Television & Radio is pleased to announce a donation of more than seventy taped radio broadcasts featuring some of the greatest fights and fighters since 1934. The collection has been donated to the Museum by boxing manager Bill Cayton. Cayton, who began acquiring the rights to fight films in 1948 for television broadcast, eventually amassed one of the largest boxing collections that included fights on film, radio, and television. This donated boxing collection includes some of the most exciting and memorable fights featuring Joe Louis, Rocky Marciano, Sugar Ray Robinson, and Muhammad Ali, among others, and includes commentary by Don Dunphy, Steve Ellis, Jack Drees, Sam Taub, Tim Ryan, Chris Schenkel, Ed Sullivan, and Howard Cosell. These programs will be cataloged and become part of the Museum's permanent collection, which is available to the public at both its Los Angeles and New York Museum locations. In addition, the Museum will present a listening series in the summer of 2002 that will feature highlights from the donation presented in thematic packages.

# The Museum of Television & Radio

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The collection spans the years between 1934 to 1979 and includes some of the greatest fights in history, many of which feature pre-fight commentary and post-fight interviews. Highlights include a 1936 match between Joe Louis and Max Schmeling that brought 70,000 fans, five governors, and six mayors to Yankee Stadium to see an African-American take on the German champion just before World War II. Also featured is the classic 1964 meeting of Cassius Clay and Sonny Liston with commentary by Howard Cosell, as well as Joe Louis's last fight, which took place in 1951 against Rocky Marciano. The collection also includes the famous 1971 fight between Muhammad Ali and Joe Frazier that packed 19,500 fans into Madison Square Garden but, reflecting the politics of the time, was not broadcast in the United States. Many fights in the collection include original commercials, and others, including classic bouts such as Sugar Ray Robinson vs. Jake La Motta, were never filmed or broadcast on television.

"The Museum is honored to accept Bill Cayton's donation of boxing radio broadcasts. Boxing, one of the first sports broadcast on radio, was also one of the most popular sports listened to on the radio. This collection, which captures the rich history of boxing, will be enjoyed by boxing fans and studied by scholars as a valuable cultural and historical chronicle," says Robert M. Batscha, president, The Museum of Television & Radio.

Bill Cayton, president of Cayton Sports, adds, "I am very pleased that this donation from our collection of over five hundred radio broadcasts of the all-time greatest fights will have a new home in The Museum of Television & Radio. The donation will continue to ensure the preservation of boxing's heritage and enable the public to have access to these entertaining and historically significant broadcasts."

Bill Cayton, through his advertising agency, Cayton, Inc., created *The Greatest Fights of the Century* in 1948 for Chesebrough Manufacturing Company (now Chesebrough-Ponds) to promote their product Vaseline Hair Tonic. The show later spawned *Knockout*, a series of concentrated action shows created for the Gillette Company in 1961. The two shows ran for over twenty years, and were telecast in seventy-eight countries. More recently, Cayton, who sold his film collection to ESPN in 1998, created the *Friday Night Boxing* series now being shown on ESPN2. Cayton also managed champions

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Wilfred Benitez, Edwin Rosario, and Mike Tyson.

The Museum of Television & Radio, with locations in New York and Los Angeles, is a nonprofit organization founded by William S. Paley to collect and preserve television and radio programs and advertisements and to make them available to the public. Since opening in 1976, the Museum has organized exhibitions, screening and listening series, seminars, and education classes to showcase its collection of over 100,000 television and radio programs and advertisements. In 2001 the Museum initiated a process to acquire Internet programming for the collection. Programs in the Museum's permanent collection are selected for their artistic, cultural, and historic significance.

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The Museum of Television & Radio in New York, located at 25 West 52 Street in Manhattan, is open Tuesdays through Sundays from noon to 6:00 p.m., until 8:00 p.m. on Thursdays, and Friday evenings until 9:00 p.m. (theaters only). The Museum of Television & Radio in California, located at 465 North Beverly Drive in Beverly Hills, is open Wednesdays through Sundays from noon to 5:00 p.m. and until 9:00 p.m. on Thursdays. Both Museums are closed on New Year's Day, Independence Day, Thanksgiving, and Christmas. Suggested contribution: Members free; \$6.00 for adults; \$4.00 for senior citizens and students; and \$3.00 for children under thirteen. Admission is free in Los Angeles. The public areas in both Museums are accessible to wheelchairs, and assisted listening devices are available. Programs are subject to change. You may call the Museum in New York at (212) 621-6800, or in Los Angeles at (310) 786-1000. Visit the Museum's website at <http://www.mtr.org>.