

ORAL HISTORY COLLECTION

MAIN ENTRY: Fallon, Frank

DATE OF INTERVIEW: July 24, 2001

LOCATION OF INTERVIEW: Waco, Texas (via phone from Lubbock, Texas)

INTERVIEWER: Daniel U. Sánchez

FORMAT: MiniDisk, CD

IDENTIFICATION NUMBER: CD# 7101 2132 0032

LENGTH OF INTERVIEW: 45 minutes

SCOPE AND CONTENT NOTE: Frank Fallon discusses his affiliation with the SWC (Southwest Athletic Conference) through broadcasting and his career as Baylor University's broadcaster. He also discusses the difficulties the SWC faced and its demise and eventual formation of the Big 12 conference

ABSTRACT:

CD ONE	TIME STAMP
Introduction	0:00
Place of Birth	
Broadcasting athletics	
1948 was first job	
Involvement in athletics	
Enjoyed sports	
Broadcasting with Baylor	
1953	
Media Day and Tours description	
Press Day	

Southwest Athletic Conference (SWC)

Its demise

Arkansas departure

Post season tournament for basketball

Media reaction to SWC scandals

Affect on viewers

0:10

Baylor University Athletics

1974 Baylor Football championship

First conference championship since 1924

Baylor Basketball team

Positive aspects

Never had depth as others

Broadcast networks

Local and regional network

Exxon network

Nationwide mutual broadcast

Less coverage

Each school had a broadcast

Ability to sell commercial spots

Revenue was smaller amount

Broadcasts turned over to schools

0:20

Southwest Athletic Conference (again)

Events that led to demise of conference

Scandals

Division of league

“Put on our own”

Events cherished the most

Baylor

Broadcasting

Great individuals

Grant Teaff

People who can be interviewed

Important or key person

Affiliation with Final Four

1978

0:30

National College Athletic Association (NCAA)

Growth in NCAA basketball

Final Four

Geographical locations

Facilities

Recruiting of Southwest Athletic Conference members

Big 12

Fox Sports

0:40

Interview ends

DATE OF BIRTH OF INFORMANT: 1930

GENDER OF INFORMANT: Male

ETHNICITY OF INFORMANT: