

Lesson 1.4

Industry Pioneers



Sports Industry Pioneers

- Pierre de Coubertin
- Bill Veeck
- Mark McCormack
- Mildred "Babe" Didrikson Zaharias
- Roone Arledge
- Jackie Robinson

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Mildred “Babe” Didrikson Zaharias



- Widely regarded as the greatest female athlete of all time
- Entered team track event and won the entire meet
- First female athlete to sign an endorsement contract, signing with Wilson Sporting Goods in 1948
- Co-founder of the Ladies Professional Golf Association (LPGA) in 1950

Photo Courtesy:
<http://cbs.sportsline.com/images/century/Didrikson.jpg>



Sports Industry Pioneers

- Mohammed Ali
- William (Bill) H.G. France Sr.
- Arnold Palmer
- Pete Rozelle
- Michael Jordan
- David Stern
- Jon Spoelstra

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Michael Jordan

- Marketed as “Air Jordan”
- Responsible for the emergence of athlete/shoe company partnerships because of successful marketing and sales of Nike sneakers
- In 1998, Fortune Magazine estimated that Jordan alone generated \$9.9 billion for the economy

Photo Courtesy: http://en.wikipedia.org/wiki/Michael_Jordan

Entertainment Industry Pioneers

- P.T. Barnum
- Walt Disney
- Adolph Zukor
- Charlie Chaplin
- Louis Armstrong
- Lucille Ball
- Jerry Siegel & Joe Schuster
- Rodgers & Hammerstein

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Photo Courtesy:
<http://www.horatioalger.com/members/jpegs/ZUK57.jpg>



Photo Courtesy: <http://www.treknews.de/treknews/newspro-treknews/upload/newsbilder/paramountsp02.jpg>

Adolph Zukor

- Founded Paramount Pictures
- In 1912, he made entertainment history when he offered the American public its first feature-length film
- In 1919, bought 135 theaters in the Southern states, making him the first individual owner of a theater chain
- Built the Paramount Theater in New York City

Entertainment Industry Pioneers

- The Beatles
- Elvis Presley
- Frank Sinatra
- William Hanna & Joseph Barbara
- Dr. Seuss
- Hiroshi Yamauchi
- Steve Allen, Ed Sullivan & Johnny Carson
- Mort Sahl
- Jim Henson

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William Hanna and Joseph Barbera

- Founded Hanna-Barbera studios
- One of the first animators to bring live characters to television (Flintstones, Yogi Bear, The Jetsons, Scooby Doo and The Smurfs)
- Helped drive the popularity of Saturday morning cartoons as we see today



Photo Courtesy: www.universohq.com/cinema/nc24032001_01.cfm



Entertainment Industry Pioneers

- Steven Spielberg
- Steve Jobs
- Vince McMahon
- Michael Jackson
- JK Rowling
- Ted Turner
- Sean "Puffy" Combs
- Shawn Fanning & Sean Parker
- Evel Knievel

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Michael Jackson



- First African American artist to find stardom on MTV, breaking down innumerable boundaries both for his race and for music video as an art form
- Won a record eight Grammys in one night
- Earned the largest endorsement deal ever when Pepsi paid him \$5 million to be their spokesperson