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Nota di contenuto	Title Page; Copyright Page; Table of Contents; List of Illustrations; Acknowledgments; Introduction: The Game in the Box; Part 1: The Local Game; 1. The Experimental Years; 2. The First Seasons of Televised Baseball; 3. Team Approaches to Television in the Broadcast Era; Part 2: The National Game; 4. Televising the World Series; 5. Origins of the Game of the Week; 6. The National Television Package, 1966-89; 7. National Broadcasts in the Cable Era; 8. The Pay Television Era; Part 3: Television and Baseball's Dysfunctional Marriage; 9. Television As Threat, Television As Savior 10. Television and the "Death" of the Golden Age Minors 11. Baseball, Television, Congress, and the Law; 12. Baseball and Television Synergy; Part 4: How the Game Was Covered; 13. The Announcer in the Television Age; 14. Innovations in Production Practices; Epilogue: Baseball in the Advanced Media Age; Appendix A: Televised Baseball Games, 1949-81; Notes; Index
Sommario/riassunto	Center Field Shot traces a sometimes contentious but mutually beneficial relationship from the first televised game in 1939 to the new era of Internet broadcasts, satellite radio, and high-definition TV, considered from the perspective of businessmen collecting

merchandising fees and advertising rights, franchise owners with ever more money to spend on talent, and broadcasters trying to present a game long considered "unfriendly" to television. Ultimately the association of baseball with television emerges as a reflection of- perhaps even a central feature of- American culture at large.

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