

Bibliography

Caray, Harry. (1989) *Holy cow*. New York: Berkley Books.

Harry Caray, was born and raised in St. Louis, MO. His christened name was Harry Christopher Carabina.

Life/Career Highlights

- Between the ages of 8 and 10, he sold newspapers on a street corner, calling out the headlines. From his perspective, this task laid the foundation and early interest in broadcasting.
- Worked as announcer at WCLS in Joliet, IL, WKZO in Kalamazoo, MI (with Paul Harvey), KXOK and KMOX in St. Louis, MO
- One of most popular baseball announcers of all-time during a half-century career with the St. Louis Cardinals, Oakland A's, Chicago White Sox, and Chicago Cubs
- Broadcast baseball games from the perspective of a fan
- National Stroke Association Man of the Year in 1987
- Elected as announcer to Baseball Hall of Fame in Cooperstown, NY
- Owner of popular restaurant in downtown Chicago
- Continued as Cubs announcer on WGN-TV until his death at age 83

Life Setbacks

- Considered himself an orphan -- Father disappeared when he was an infant, mother died when he was around 7 years of age, taken in by his mother's brother and his wife, his uncle then disappeared and Harry was raised by his aunt
- Twice divorced
- Hit by a car in 1968, sustained two broken legs, broken shoulder, broken nose, blood congestion in lungs
- Fired as Cardinal's announcer after 25 years
- Temporarily fired as White Sox announcer
- Suffered a stroke in 1986 that affected his speech
- Career kept him away from his children much of the time

Lessons Conveyed to the Reader

- Everything good that happened to him was the direct result of something bad. What appeared to be bad events transitioned him to his next opportunity to be successful
- Success is the result of luck, desire, timing, confidence, common sense, and faith.
- All of his career milestones were the result of him being assertive and creatively contacting key individuals involved in hiring decisions.
- Genuine relationships are more important than anything else in life

Favorite Snapshot of Person's Life

From childhood to young adulthood, every time Harry went to a baseball stadium to watch a game, whether his team won or lost, the experience was electrifying. When he stayed home, and listened to the radio broadcasts, what he heard was as dull and boring as crop reports. He decided there had to be a better way and wrote a personal letter to the man who ran KMOX in St Louis and told him why he should hire him to broadcast baseball. Instead of sending the letter to the radio station where he assumed it would get lost in the shuffle, Harry found out the manager's home address and sent it there. The manager invited him to his office for a meeting and audition. Although he didn't get the job at that time, a

number of years later, after gaining experience in smaller radio markets, he did become the play-by-play announcer for the Cardinals on KMOX.

Ecological Analysis of Harry Caray

Microsystems: Raised Catholic by an aunt in St. Louis, where he attended public schools. During his childhood and throughout his life, Harry was an avid reader. As a child, he checked out and read as many books he could from the public library. As an adult, Harry read three to four newspapers a day. Harry made good grades in school but did not attend college. He grew up in a neighborhood full of kids who enjoyed playing pick-up games of baseball. Harry lived in a city where it was possible for him to frequently attend professional baseball games. During his childhood, peers at times made fun of him because he couldn't afford things other kids had. This motivated him to become financially successful.

Exosystems: St. Louis school system, excellent public library, opportunities to earn money as paperboy.

Macrosystems: Father was Italian, mother was Rumanian. Grew up in a working class community where realizing the American dream was tied to a strong work ethic. Ethnic groups in the community got along well.

Chronosystem: Broke into radio broadcasting at a time when being creative was an asset since away games were recreated by describing events coming over a teletype machine. Exempted from service during World War II because of poor vision. During his early broadcast days with the Cardinals, there were few professional baseball teams west of the Mississippi. This facilitated the Cardinals enjoying a national following. Since the Cubs played most of their games on TV super station WGN, the Cubs also had a national following and people everywhere enjoyed Harry's style of broadcasting.

Evaluation

Harry Caray's autobiography, *Holy Cow!*, got its title from the most common expression he used when describing a baseball play that was surprising and exciting. The book captured his zest for life, the priority he placed on personal relationships with people from all walks of life, his innovative influence on his profession, his resilience to overcome adversity and turn it into success, and to paint a picture of why he was beloved by baseball fans everywhere. I have frequently recommended the book as a form of bibliotherapy for counselees in need of inspirational career guidance. I have reread the book annually since I purchased it in 1990. Harry Caray's memory is a sports national treasure.