

DOUCETTE: Like A Breath Of Fresh Air!

Eddie Doucette Is Frank, Refreshing, Unique; Some People Dislike Him Because He Is... Others Would Have Him No Other Way!

AN INTERESTING, IN-DEPTH INTERVIEW WITH THE "VOICE OF THE BUCKS"... HERE'S THE DOUCETTE FEW PEOPLE KNOW.

By FRANK CZERWINSKI

"Sweet Lou Hudson's shot Honeycombs the rim. Sky King in the land of the giants going up high, drawing it down off the iron, belly button high, giving it over to Robertson, Big 'O' staloms between the rings, moving diagonally from far to rear, over to Allen back onto the right forecourt gives back to Robertson lays it in the hands of Kareem low right, backs on Bellamy right hand skyhook... Good! Ten footer, base line right hand skyhook for the King."

As your mind envisioned the above action did you visualize yourself sitting at the Milwaukee Arena anxiously anticipating another Bucks bucket, or another Kareem broadcast shot? Well, you're not alone because we all see the game when we listen to "Mr. Excitement", Eddie Doucette broadcasting another exciting Bucks game.

Doucette is to sportscasting what Leroy Nieman is to painting. Eddie's broadcasting style is vividly picturesque. He could paint pictures with his words. Not only can you see the action, but you also feel and experience the kaliedescope motion of professional basketball. That, sports' fans is what "Mr. Excitement" is all about. An artist in the sports broadcasting profession.

Because of this impact with the Milwaukee and Wisconsin sports fans and his identity as a "Voice of Basketball" throughout the NBA, *The Pro News* for one day became a microphone for Eddie Doucette to speak out to all its readers.

In this exclusive *Pro News* interview Doucette talks about his life and times as the "Voice of the Bucks". He candidly tells the story of his discovery, his broadcasting philosophy; the "Doucetteisms" and the "Doucette Gospel"; the accolades and the criticisms; the Edsel and the Cadillac; the negatives and the politics of the broadcasting business; the smooth and rough diamonds and other highlights and opinions of his sports broadcasting career.

Well sports fans here is the "Voice of the Bucks", Eddie Doucette, brought to you by the *Pro News*.



beat the drums for a team that didn't even have a name yet and they wanted some young youthful enthusiasm

PRO NEWS: As a pioneer sportscaster with an expansion team how involved was your first year?

DOUCETTE: My first year I didn't even get paid for broadcasting for the Bucks games. I was a publicity director, broadcaster, ticket salesman, and janitor, the whole works.

PRO NEWS: What do you personally feel was significant about the way you were chosen to be "The Voice of the Bucks"?

DOUCETTE: They were kind enough to give me the opportunity and they weren't even in the broadcasting business. It just goes to show you that a lot of people now-a-days are overlooked by people who hold a position in a particular field that young people want to get into and because they are so narrow they won't give a person an opportunity to show his wares.

PRO NEWS: What are your feelings about the Milwaukee Bucks organization?

DOUCETTE: I have an extreme amount of loyalty and I shall remain ever loyal to these individual people and the Milwaukee Bucks organization.

PRO NEWS: When did you first become interested in sportscasting and how much emphasis was there on creating your own style?

DOUCETTE: I don't know how important it is to the individual broadcaster, but to me it is very important. It's really been the whole foundation for my basic broadcasting philosophy. It started back when I was in about 7th grade, maybe even before that when I really decided I wanted to get into broadcasting. I spent a lot of time listening to ball games, listening to announcers and, not so much trying to figure out what they were trying to do, but in listening to them and evaluating them even at that point in time so that I would be able to, if and when I ever got the opportunity, to do my own thing my own way.

PRO NEWS: What is your broadcasting philosophy?

DOUCETTE: The one thing that I've always said that I want to do, that is basically my philosophy. It's to take the place of the guy who can't make it to the game, in other words, the fan. The guy who really pulls for his team and wants to know what they're doing and wants to get excited when they are doing something well and maybe even wants to get a little let down when they don't do something well. My emotions are reflections of their emotions. This is the way I feel about it.

PRO NEWS: Then you consider broadcasting is more than just recreating the play-by-play action?

DOUCETTE: I feel that it is important to be a reporter and to try to be as objective as possible, but at the same time also try and relate to the fans. I consider my job the kind of a thing that is reporting as well as entertaining and so that the fan is fully satisfied at the end of a game. I just feel as if we have an obligation to them because af-

ter all, if it were not for the fan, none of us would be in business. And so this has been my basic philosophy and

that point in life where I could develop and try to kindle excitement. Excitement is the thing that I try to create and convey.

PRO NEWS: Eddie you have created the "Doucette Style" and today fans from all over identify with it. But in the beginning, was there any difference in the age categories and their acceptance of your style?

DOUCETTE: Particularly so because thank God for the kids, for the young people, because they have actually been the people who have allowed me to do my thing. I think the younger people that I like to refer to as my people are very intelligent young people who have a much better sense of creativity at this stage in their life than a lot of people did at their stage in life. That's not putting the knock on older people, but I think that the younger people have a wider scope. And because of that they have accepted me and the "Doucette" gospel with all of my phrases, and with all of my terminology.

PRO NEWS: How did the Doucette style affect the older folks?

DOUCETTE: It's been kind of infectious and in so doing, it's rubbed off on some of the older folks and now they have come over and it's great to have them, but they really rejected me at first. The younger people kind of picked me up and brought me along and helped me get my opportunity, and so on behalf of them I'm constantly trying to put things in their vernacular, although I don't really get down to a point where it's ridiculous. I try and make things so that it's communicable to them, so that in so doing they can communicate it back to the older folks. We want to win all kinds of fans, but the younger fans, the young blood — those are the people we want now. We want them forever and so I try and communicate with them, the contemporaries, so to speak.

PRO NEWS: How about the famous Doucette terms? Did the terms like "Skyhook" and "Toaster" originate when you began with the Bucks?

DOUCETTE: Well I'm glad you gave me credit for that skyhook, that thing has been used all over the country and nobody really knows where it came from, but I was the guy who came up with it first. I suppose there are a lot of them that I created myself. I would say three quarters of the expressions that I use are new. They're my own. I've used some that have been used that have not been heard too often and I really take offense to those who refer to my descriptions or my "Doucetteisms" as clichés. They're not. They are my own or they're expressions that have not been over-used.

PRO NEWS: Because the "Doucetteisms" are unique, have you ever been accused of overdoing it on the broadcast?



Inside PRO NEWS

With Frank Czerwinski

PRO NEWS: Eddie, you spent a number of years as a Disc Jockey, was this a stepping stone while you were preparing to do sports?

DOUCETTE: Right, it always was, but it was a very good stepping stone because had it not been for my experience and background at WRIT in Milwaukee I never would have learned to talk as fast as I do.

PRO NEWS: From Disc Jockey to sports broadcaster, a dream come true. How did you become the "Voice of the Bucks"?

DOUCETTE: I owe everything I got to the Milwaukee Bucks and the people behind them, particularly the Board of Directors, people like Wes Sparlon, Mitchell Frostein, Gil Palay, Jerry Kahn, who gave me my opportunity because they took a chance on a guy that they had never heard. That's how it all started. At the time I was nothing more than a little publicity director and I'd run the gamut in radio and T.V. and never had any experience in sports broadcasting. I never had a sports name and nobody in Milwaukee wanted to give me that chance to do sports. Well, it's the same old story — how do you get experience unless somebody gives you a chance.

PRO NEWS: And the Milwaukee Bucks gave you that chance.

DOUCETTE: They found me at a very early speaking engagement of mine and they liked my excitement and the enthusiasm that I had for a team that we didn't even have yet. I was out speaking for the Bucks back at a time when we didn't even have players, but I was out trying to