

Evening Stars Matusow Barbara

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SO MANY BOOKS...SO LITTLE TIME | Ten Books to Read Before 2022#nowplaying Barbra Streisand - With One More Look At You/Watch Closely Now Path \u0026 Pathfinders: 2021

Nov. 13, 2021 - SBVA Singer Showcase @ Soho Restaurant \u0026 Music Club Table top discussion of current events

11/27/21 MIKE MATUSOW Plays BIG ACTION \$5/5 + \$50 BB Ante Game!!! 2022 Witch's Diary : Reclaiming The Magick of The Old Ways #2022planner #2022Diary

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While Aldemir snagged the most prestigious piece of WSOP hardware, two other players won bracelets on Wednesday evening including Chad Himmelspach coming back from a single big blind to win Event ...

Each volume of the Dictionary of World Biography contains 250 entries on the lives of the individuals who shaped their times and left their mark on world history. This is not a who's who. Instead, each entry provides an in-depth essay on the life and career of the individual concerned. Essays commence with a quick reference section that provides basic facts on the individual's life and achievements. The extended biography places the life and works of the individual within an historical context, and the summary at the end of each essay provides a synopsis of the individual's place in history. All entries conclude with a fully annotated bibliography.

A look at the system that produces the elite of television newscasters features incisive profiles, candid observations, and numerous anecdotes, as it portrays the personalities, power struggles, and ratings wars behind the network evening news

This book chronicles the careers, communication styles, and lives of twelve prominent women in television broadcasting and discusses the obstacles and opportunities in the television broadcasting field as they relate to women. The importance of the role of television anchor seems insignificant when compared to the career milestones of women in more academic fields, yet the role of messenger—the person who delivers news—is one of the most visible and prestigious

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in America.

“ If a judgment were ever rendered on all the multi-million words I have spoken into microphones, I hope something like this could be said: ‘ He [Huntley] had a great respect, almost an awe, of the medium in which he worked. He regarded it as a privilege, not a license.... Perhaps the best I might hope is that by some accident of voice tone or arrangement of words I did, on a few occasions, excite, exhort, annoy or provoke a few of my fellow human beings to think with their heads, not the viscera ’ ” —Chet Huntley. This biography of NBC newsman Chet Huntley, who, along with David Brinkley, anchored NBC ’ s “ Huntley-Brinkley Report, ” covers his youth on a farm in Montana, his education and his graduation from the University of Washington, his development as a radio personality and news reporter for stations in Seattle, Spokane, Portland, and his work for CBS, ABC and NBC radio and television in Los Angeles from 1939 to 1955. It also details his move to New York and his work on the “ Huntley-Brinkley Report ” from 1956 to 1970, his retirement from the news business, his supervision of the development of the Big Sky Ski resort in Montana, and his death from cancer in 1974 at the age of 62.

One of the most successful public relations campaigns in history, featuring heroic astronauts, press-savvy rocket scientists, enthusiastic reporters, deep-pocketed defense contractors, and Tang. In July 1969, ninety-four percent of American televisions were tuned to coverage of Apollo 11's mission to the moon. How did space exploration, once the purview of rocket scientists, reach a larger audience than My Three Sons? Why did a government program whose standard operating procedure had been secrecy turn its greatest achievement into a communal experience? In *Marketing the Moon*, David Meerman Scott and Richard Jurek tell the story of one of the most successful marketing and public relations campaigns in history: the selling of the Apollo program. Primed by science

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fiction, magazine articles, and appearances by Wernher von Braun on the “ Tomorrowland ” segments of the Disneyland prime time television show, Americans were a receptive audience for NASA's pioneering “ brand journalism. ” Scott and Jurek describe sophisticated efforts by NASA and its many contractors to market the facts about space travel—through press releases, bylined articles, lavishly detailed background materials, and fully produced radio and television features—rather than push an agenda. American astronauts, who signed exclusive agreements with Life magazine, became the heroic and patriotic faces of the program. And there was some judicious product placement: Hasselblad was the “ first camera on the moon ” ; Sony cassette recorders and supplies of Tang were on board the capsule; and astronauts were equipped with the Exer-Genie personal exerciser. Everyone wanted a place on the bandwagon. Generously illustrated with vintage photographs, artwork, and advertisements, many never published before, *Marketing the Moon* shows that when Neil Armstrong took that giant leap for mankind, it was a triumph not just for American engineering and rocketry but for American marketing and public relations.

Harry Reasoner was one of the most trusted and well-liked journalists of the golden age of network television news. Whether anchoring the evening newscast on CBS in the 1960s or on ABC in the 1970s, providing in-depth reporting on 60 Minutes, or hosting numerous special programs covering civil rights struggles, the Vietnam War, and Watergate, Reasoner had "that almost mystical quality it seems to take for good television reporting, exuding this atmosphere of truth and believability," in the words of Walter Cronkite. Yet his reassuring manner and urbane, often witty, on-air persona masked a man who was far more complex and contradictory. Though gifted with the intelligence and drive to rise to the top of his profession, Reasoner was regarded by many colleagues as lazy and self-indulgent, a man who never achieved his

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full potential despite his many accomplishments. *Harry Reasoner: A Life in the News* covers the entire sweep of this enigmatic journalist's life and career. Douglass K. Daniel opens with Reasoner's Depression-era Midwestern upbringing and follows him through his early work in newspapers and radio before he joined CBS in 1956. Focusing on Reasoner's thirty-five-year tenure in television news, Daniel presents fascinating, behind-the-scenes accounts of Reasoner's key role in founding the top-rated newsmagazine *60 Minutes*. He also explores Reasoner's highly publicized move to ABC in 1970, where he anchored the nightly newscast, first with Howard K. Smith and later with Barbara Walters—a disastrous pairing from which Reasoner's career never fully recovered. Based on scores of interviews and unpublished letters, memos, and other primary sources, this first biography of the man once rated second in credibility only to Walter Cronkite illuminates an entire era in broadcast journalism, as well as many of the unique personalities, from Andy Rooney to Mike Wallace, who made that era distinctive.

In 60 essays, this volume profiles American journalists from colonial times to the present--reporters, editors, publishers, photographers, and broadcasters--whose careers reflected major developments in their profession and in the history of the United States. In a speech to *Newsweek* correspondents in 1963, publisher Philip Graham described journalism as "the first rough draft of history." These journalists confronted and helped to shape the discussion of major issues and events in American history, from the American revolution through abolition, westward expansion, the Civil War, the civil rights movement, immigration, and the women's movement, as well as major constitutional issues involving the First Amendment protection of freedom of the press. Biographies of well-known journalists, from Benjamin Franklin and Thomas Paine to Walter Cronkite and Rupert Murdoch, appear alongside some who may be less familiar, such as Elias Boudinot, founder of the first

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Cherokee language newspaper; Abraham Cahan, editor of the Jewish Daily Forward; and Daniel Craig, who in the 1830s used carrier pigeons to ferry the news. Other subjects include Margaret Green Draper, the revolutionary printer; Claude Barnett, founder of the Associated Negro Press; photojournalist Margaret Bourke-White; war correspondent Ernie Pyle; and Allen Neuharth, founder of USA Today. Illustrations, fact boxes, and quotations from the subjects themselves make this volume an indispensable reference for students of American history as well as a fascinating read.

Journalists profiled include: Horace Greeley Frederick Douglass Mark Twain Thomas Nast Joseph Pulitzer Nellie Bly William Randolph Hearst Ida Wells-Barnett H. L. Mencken Dorothy Thompson Walter Winchell Red Smith Edward R. Murrow Walter Cronkite Bernard Shaw Cokie Roberts Manuel de Dios Unanue and many more

The Encyclopedia of Television, second edition is the first major reference work to provide description, history, analysis, and information on more than 1100 subjects related to television in its international context. For a full list of entries, contributors, and more, visit the Encyclopedia of Television, 2nd edition website.

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