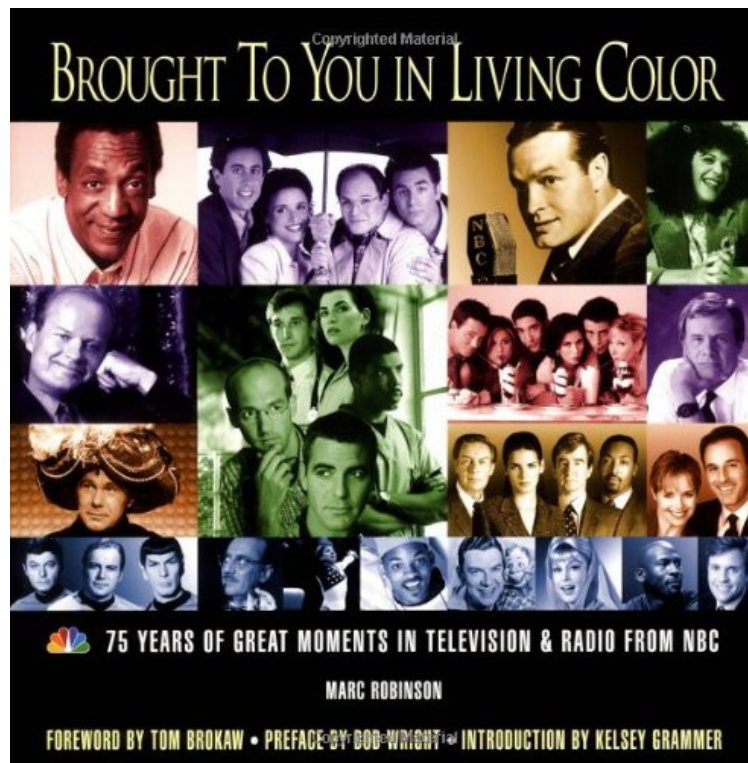


(Free and download) Brought to You in Living Color: 75 Years of Great Moments in Television Radio from NBC

Brought to You in Living Color: 75 Years of Great Moments in Television Radio from NBC

Marc Robinson

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#1853869 in BooksColor: Multicolor 2002-04-05Original language:EnglishPDF # 1 10.82 x .80 x 10.821, 3.23 #File Name: 0471090166236 pages | File size: 28.Mb

Marc Robinson : Brought to You in Living Color: 75 Years of Great Moments in Television Radio from NBC before purchasing it in order to gage whether or not it would be worth my time, and all praised Brought to You in Living Color: 75 Years of Great Moments in Television Radio from NBC:

0 of 0 people found the following review helpful. Five StarsBy Federico BonelliVery good book. Really interesting. A loved item. Arrived in time in good condition.0 of 0 people found the following review helpful. Excellent bookBy GramFinnI love anthologies like this and this did not disappoint. If you like this type of info, you'll enjoy this book0 of 0 people found the following review helpful. BROUGHT TO YOU IN LIVING COLORBy Vicki DuprawGREAT BOOK--- GREAT PICTURES--- 75 YEARS OF NBC--- BIG BOOK WITH LOTS OF HISTORY--- I BOUGHT TWO COPIES--- ONE FOR ME AND ONE AS A GIFT

Great Moments in Television Radio "Broadcasting is a great resource in a nation of so much diversity, giving everyone equal access to information, education,and entertainment. That's a powerful equation for people in a free society." -Tom Brokaw

From the Inside Flap On November 15, 1926, the National Broadcasting Company aired its inaugural radio broadcast a night of entertainment from the Waldorf-Astoria Hotel in New York City. NBC's first president, Merlin H. Aylesworth, enthusiastically kicked off the evening. "Think of it!" he exclaimed. "Ten or maybe twelve million persons may be hearing what takes place in this ballroom tonight." Little did he know that this was the beginning of a journey that would put NBC into the hearts, minds, and homes of millions of Americans through a medium that had yet to be developed: television. Since that spectacular evening more than seventy-five years ago, NBC has continued to provide the American public through television, radio, and the Internet with entertainment and information that has paralleled our nation's social and political history. Brought to You in Living Color: 75 Years of Great Moments in Television Radio from NBC is a visually striking panorama of the news events, personalities, characters, and programs that have punctuated American life from the debut of NBC Radio through its rise to a television powerhouse. Resplendent with rare photos, this volume acknowledges not just the accomplishments of NBC but the achievements of a great many talented individuals who collectively have helped create the seventy-five-year history of the first broadcast network. This commemorative book opens with NBC Radio's broadcasts of the first hit situation comedy, Amos n Andy, Clem McCarthys calling the first broadcast of the Kentucky Derby, FDR calming a nation with his "fireside chats," and Benny Goodman swinging away on Lets Dance. The fascinating journey continues as television establishes itself as one of the most important components in American life. You'll see how NBC sold mom, dad, and the kids on the value of television with Milton Berles Texaco Star Theater, live coverage of the 1947 World Series, and Buffalo Bobs Howdy Doody. Page by colorful page, you'll learn how television ushered in a new era of news, entertainment, and sports through on-air personalities such as David Brinkley, Sid Caesar, and Steve Allen, along with business and programming visionaries such as "General" David Sarnoff, Sylvester "Pat" Weaver, Grant Tinker, Brandon Tartikoff, and Bob Wright. Brought to You in Living Color is a collection of shared memories that everyone can relate to. We've all experienced these events in one way or another, and this rich and vibrant book reminds us how: we've woken up to the Today show, understood the markets through CNBC, spent our days with Days of our Lives, laughed with Carson and Leno on The Tonight Show, heard the news from Tom Brokaw, cruised the South Beach strip with Miami Vice, made new friends with Friends, peeked inside the White House with The West Wing, graded politicians on Meet the Press, and felt the glory of sports through the Olympics, Wimbledon, the Super Bowl, the World Series, and other exciting events. Brought to You in Living Color brings to life NBC's most cherished moments, capturing seventy-five years of NBC magic from its earliest radio broadcasts and the Golden Age of Television to the era of "Must See TV." Visually stunning and engagingly written, this colorful book, like the events, personalities, and programs it chronicles, is an exploration and celebration of both American culture and the nation's first broadcast network. From the Back Cover Great Moments in Television Radio "Broadcasting is a great resource in a nation of so much diversity, giving everyone equal access to information, education, and entertainment. That's a powerful equation for people in a free society." Tom Brokaw About the Author NBC: NBC has evolved from its beginnings as a radio broadcaster into a diverse, international media company. In addition to the NBC Television Network and thirteen television stations (with an agreement to acquire a fourteenth), the company owns CNBC, operates MSNBC in partnership with Microsoft, and maintains equity interests in a number of additional cable networks. NBC also recently entered into an agreement to acquire Telemundo, the nation's second-largest Spanish-language media company. NBC is owned by General Electric, one of the world's leading corporations, with operations in more than 100 countries and more than 300,000 employees worldwide. MARC ROBINSON has practiced law, run a product group on Wall Street, pioneered in the field of simplified communications, provided strategic marketing and advertising to top-tier financial firms, and authored over twenty books for the personal finance, children's, and coffee-table book markets. He is the owner of Top Down, a book packager; CEO/founder of MoneyTours, an online personal finance employee benefit; and cofounder of the Latino Education Achievement Project (LEAP).