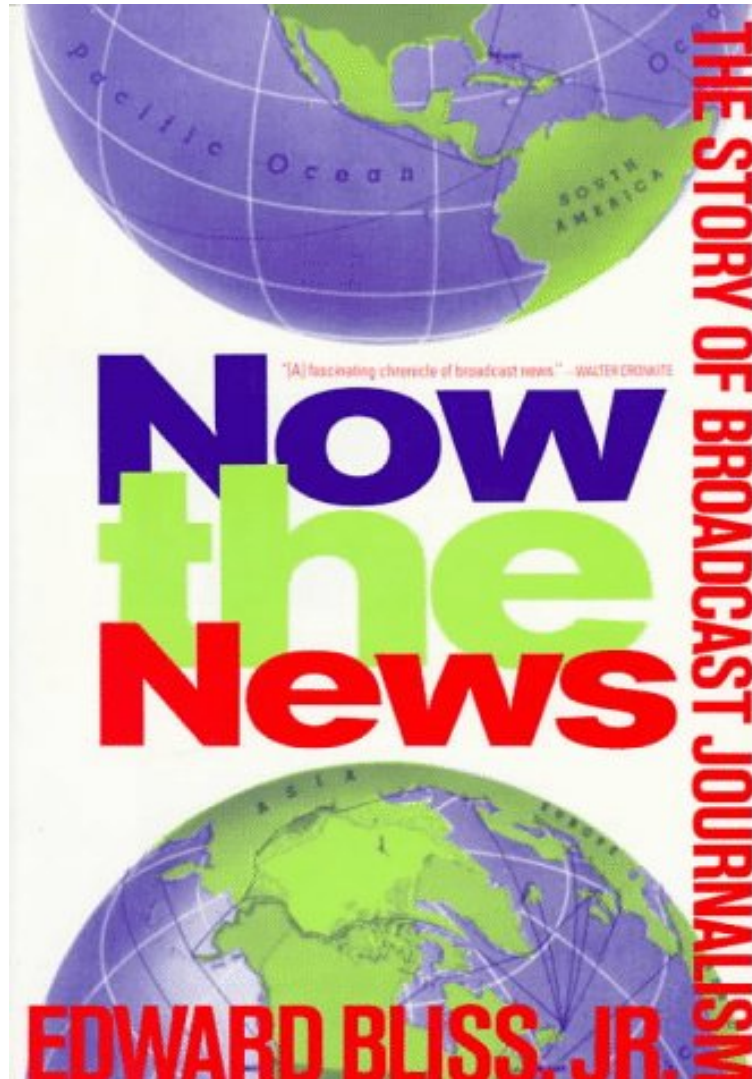


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Now the News

Edward Bliss Jr.

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Edward Bliss Jr. : Now the News before purchasing it in order to gauge whether or not it would be worth my time, and all praised Now the News:

This now-classic text by an insider, a former writer-producer at CBS News, chronicles the history of broadcast journalism in the U.S. from its beginning in radio through its rise as the most pervasive and powerful news medium.

From Library Journal It seems impossible that the history of broadcast journalism covers only 70 years--from scratchy

reception on crystal radio sets to high-tech satellite news gathering. Bliss, a retired CBS News veteran, details that brief but colorful span with an insider's knowledge. The pioneers of radio news like Lowell Thomas and Elmer Davis are chronicled. Then there are the journalists who made the transition from radio to television, most notably Edward R. Murrow, and today's young news "stars." Bliss also recalls the news stories that were landmarks in the development of broadcast reporting: the Lindbergh kidnapping, the Hindenberg explosion, radio's coverage of World War II, the Kennedy assassination, man walking on the moon, and television's coverage of the Vietnam War. Recommended for most libraries.- Chet Hagan, Berks Cty. P.L. System, Pa. Copyright 1991 Reed Business Information, Inc. "Bliss was there as radio news became of age in World War II and as television news was born. From his vast personal knowledge and prodigious research he has fashioned this fascinating chronicle of broadcast news. It makes good reading and is an invaluable historical resource." -- Walter Cronkite

From the Back Cover

From the wireless reporting of a yacht race in 1898 to satellite feeds in the Persian Gulf, from the Hindenburg disaster to the Civil Rights movement, from Nixon's war on the networks to the responsibility of broadcasters in the new Communications Age, Now The News tells for the first time the history of broadcast journalism.