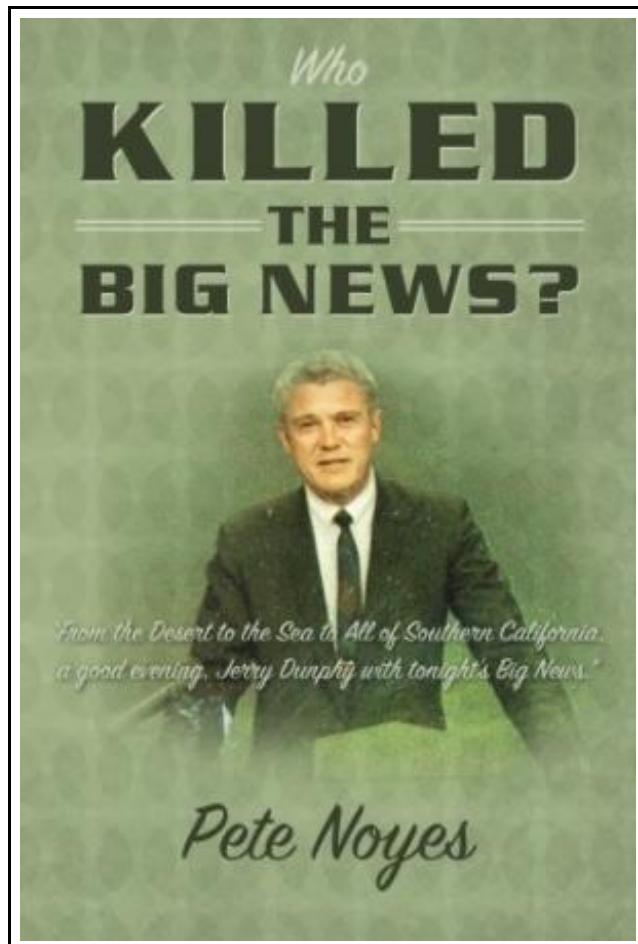


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Createspace, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.In 1961 television news was in relative infancy in the United States. Network news broadcasts ran just 15 minutes, hardly enough time to communicate the news of the day. Local news broadcasts likewise ran 15 minutes, five minutes for news, five minutes for weather and five minutes for sports. But in October of 1961 a brilliant television pioneer named Sam Zelman decided to change the TV news landscape by introducing The Big News, an hour long broadcast featuring 45 minutes of local news and the 15 minute network broadcast with Douglas Edwards. The newspaper critics scoffed, it couldn t be done. But Sam proved them wrong. He introduced a former TV pitchman from Chicago, Jerry Dunphy, as his anchorman, and almost immediately a news legend was born. His other hires were Ralph Story, truly one of TV s greatest storytellers, weatherman Bill Keene and sports director Gil Stratton, a baseball umpire and part-time actor. It was one of the great success stories in the history of TV news with ratings that dominated the marketplace for a dozen years. One of Sam Zelman s other hires was Pete Noyes, a virtual unknown who had worked in the trenches of Los Angeles journalism for a local wire service and had built a reputation for investigative reporting. One of Pete s first stories in 1961 was that Los Angeles Dodger President Walter O Malley had built his new stadium in Chavez Ravine with only one drinking fountain, the better to sell lots of beer to thirsty fans. In 1963 the Big News expanded to an hour and the CBS Evening News, featuring a new anchorman named Walter Cronkite went from 15...

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