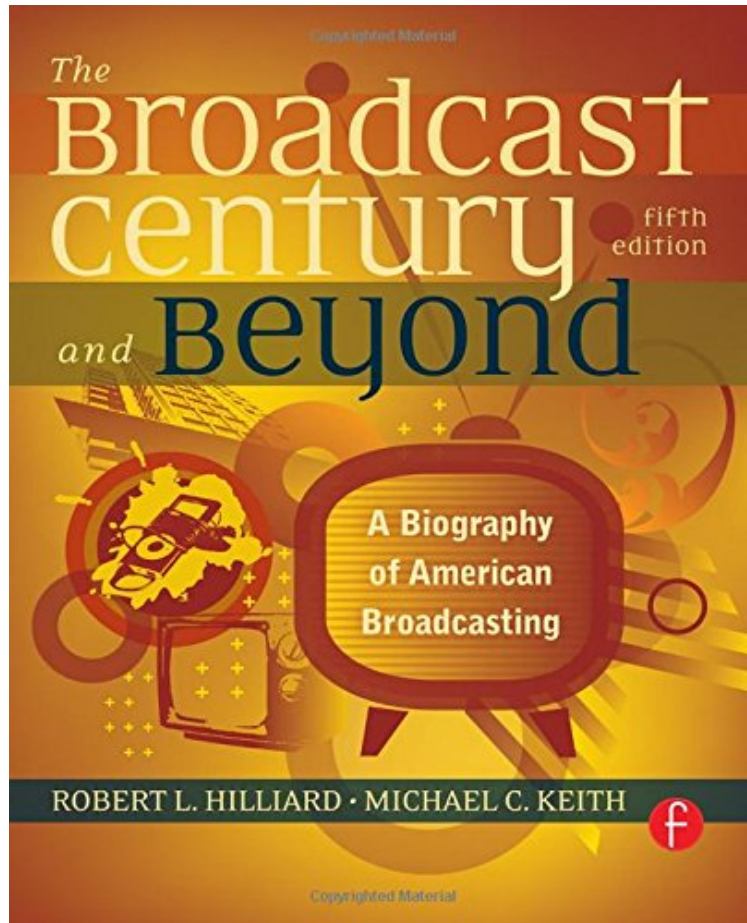


The Broadcast Century and Beyond: A Biography of American Broadcasting

Robert L Hilliard, Michael C Keith
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Robert L Hilliard, Michael C Keith : The Broadcast Century and Beyond: A Biography of American Broadcasting before purchasing it in order to gage whether or not it would be worth my time, and all praised The Broadcast Century and Beyond: A Biography of American Broadcasting:

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been useful and interesting. I recommend!

The Broadcast Century and Beyond is a popular history of the most influential and innovative industry of the century. The story of broadcasting is told in a direct and informal style, blending personal insight and authoritative scholarship. The book vividly depicts the events, people, programs, companies that made television radio dominant forms of communication. This edition includes coverage of the technologies that have emerged over the past decade discusses the profound impact they have had on the broadcasting industry in political, social, economic spheres. The industry has been completely revolutionized with the advent of YouTube, podcasting, iphones, etc., and the authors discuss the impact on broadcasting. New sidebars scattered throughout the book showcase the intersections of broadcast history, colors these events through a social, cultural, political lens.

"A masterwork that seamlessly weaves an array of complex elements into the story - elements such as entrepreneurship, technological developments, government regulation, patent wars, advertising, news, programming innovations, and celebrities.. The authors are to be commended for their year-by-year chronological approach and for smoothly incorporating big-picture issues, concrete examples and social context into that chronological framework. Students, therefore, get a strong sense of the when along with plenty of the so what.. The book is absolutely packed with seemingly minor historical tidbits that, actually, can be used as springboards for discussions of major current issues - for example, the inculcation of advertising messages into programming content, something prevalent through the history of broadcasting in blatant ways (The Philco Hour, The Lucky Strike Dance Orchestra)."--American Journalism

About the Author Robert L. Hilliard, Ph.D., is Professor of Media Arts and former Dean of Graduate Studies at Emerson College. He was Chief of the Educational/Public Broadcasting Branch of the F.C.C., Chair of the Federal Interagency Media Committee, and a former broadcasting writer and producer. Among his 25 books on the media is the classic *Writing for Television, Radio, and New Media*, now in its 7th edition. With Michael C. Keith he coauthored *Global Broadcasting Systems and Waves of Rancor*, which was named by President Clinton to his 1999 yearly reading list of 12 books. Hilliard's latest book is *Media, Education, and America's Counter-Culture Revolution*. Michael C. Keith, Ph.D., ranks among the most prolific authors on the subject of broadcast media, in particular radio. He is a member of the Communication Department at Boston College and is author of over twenty books, including *Voices in the Purple Haze*, *Signals in the Air*, *Talking Radio*, *Radio Cultures*, and *Sounds in the Dark*. With Robert Hilliard he has co-authored *The Broadcast Century and Beyond*, *Waves of Rancor*, *Dirty Discourse*, *Global Broadcasting Systems*, and *The Hidden Screen*. With Christopher Sterling he co-authored *Sounds of Change: FM Broadcasting in America*. In addition, he is the author of numerous journal articles and has served in a number of editorial positions. He is the past Chair of Education for the Museum of Broadcast Communications, the inaugural chair of the Broadcast Education Association's Radio Division, and a former broadcaster. He is the recipient of several honors, including the Distinguished Scholar Award given by the Broadcast Education Association in 2008, and the Stanton Fellow Award given by the International Radio Television Society. He is the author of a critically acclaimed memoir, *The Next Better Place: A Father and Son on the Road* (Algonquin Press), in 2003. Visit the author's website: www.michaelckeith.com.