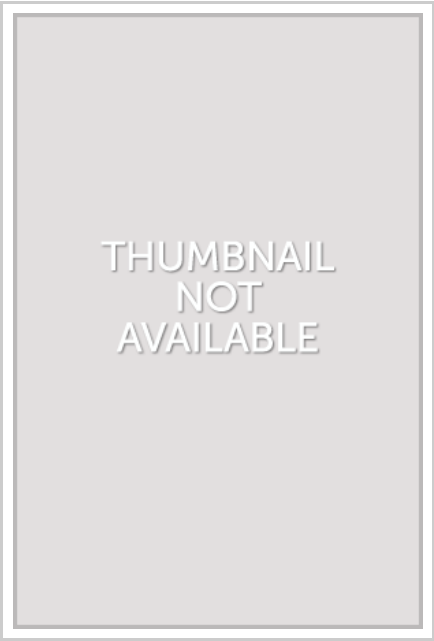


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A Newscast for the Masses: The History of Detroit Television Journalism

By Tim Kiska

Wayne State University Press. Paperback. Book Condition: new. BRAND NEW, A Newscast for the Masses: The History of Detroit Television Journalism, Tim Kiska, This title explores the development of local television news and the economic and social factors that elevated it to prominence.As the chief source of information for many people and a key revenue stream for the country's broadcast conglomerates, local television news has grown from a curiosity into a powerful journalistic and cultural force. In "A Newscast for the Masses", Tim Kiska examines the evolution of television news in Detroit, from its beginnings in the late 1940s, when television was considered a "wild young medium," to the early 1980s, when cable television permanently altered the broadcast landscape. Kiska shows how the local news, which was initially considered a poor substitute for respectable print journalism, became the cornerstone of television programming and the public's preferred news source.Kiska begins his study in 1947 with the first Detroit television broadcast, made by WWJ-TV. Owned by the Evening News Association, the same company that owned the Detroit News, WWJ developed a credible broadcast news operation as a cross-promotional vehicle for the newspaper. Yet by the late 1960s WWJ was unseated by newcomers...

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