Never To Be Seen Again

The host of NPRs Morning Edition chronicles the rise of radio and television news

In this brisk and incisive account, Bob Edwards shows us how Edward R. Murrow helped establish broadcast journalism—and, in the process, reminds us how far most broadcast news has fallen from the reportorial standards set by Murrow and the people he hired at CBS. Sent to Europe in the late 1930s by CBS, Murrow pioneered the concept of radio reports by foreign correspondents, nightly roundups of European news, and, later, you are there reports from London during the blitz. After the war, Murrow launched See It Now, the first in-depth television news program—and helped make CBS the gold standard for television news. Edwards brings to life the great stories Murrow covered—the blitz, bombing raids over Berlin, the liberation of Buchenwald, red-baiting by Senator Joe McCarthy—as
well as the ups and downs of his career at CBS. Complete with an
afterword that analyzes the decline of broadcast news since the 1980s,
this book will be required reading for anyone interested in twentieth-
century history and the media. It’s amazing to me that Bob Edwards,
who didn’t know Murrow, knows him so well... I found in this book the
Murrow I knew.—Daniel Schorr, Senior News Analyst, NPR
Get it, read it, and pass it on. Every aspiring broadcast journalist should have
it. —Bill Moyers
Bob Edwards (Arlington, VA) has been the host since 1979 of NPR’s Morning Edition, the most popular program on public
radio, with 13 million listeners each week. He and his program won the
prestigious Peabody Award in 1999 for two hours of daily in-depth news
and entertainment expertly helmed by a man who embodies the essence
of excellence in radio; he also won the Edward R. Murrow Award in 1984.
He is the author of Fridays with Red.

A good book should create an impact in the reader. It should touch a
person or inspire them to take a stand. The story of Edward R. Murrow is
that type of story. This particular book follows Murrow’s impact in the
embryonic industry known as broadcast journalism. Though I sometimes
felt the author was too concerned with the comings and goings of Murrow’s
staff, it does not take away from the overall product. This is not intended
to be a thorough biography of Murrow.

Murrow got his start in education through the International Institute of
Education, which is reflected in his belief that the news should educate.
Also at this time, Murrow served as the Assistant Secretary of the
Emergency Committee in Aid of Displaced Foreign Scholars which
relocated displaced German Jewish scholars to America. His work would
lead him to become a war correspondent for CBS radio during World War
II, providing some of the most influential information of the time.

With the new media of television, Murrow would not start behind the
camera. But with the backing of CBS boss William S. Paley, See It Now
would become the standard bearer for news. Though it is best known for
its stand against McCarthyism, the program allowed a multi-sided view of
issues. In other words, it served to educate the public.

In the words of the author, ... Many of today’s public affairs programs reflect
the polarized political climate and are overtly partisan to entertain listeners
and viewers whose minds are already made up. People no longer tune in
to a program for a detached assessment of political matters, they tune it to
have their bias reaffirmed. (158-159) Today’s media thrives in sound bites
and shows a topic in black and white, forgetting that there are a lot of
shades of gray to an issue. Murrow brought out the gray in the issue.

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Edward R. Murrow and the Birth of Broadcast Journalism (Turning Points in History) by
Bob Edwards - 5 Star Customer Reviews and Lowest Price!