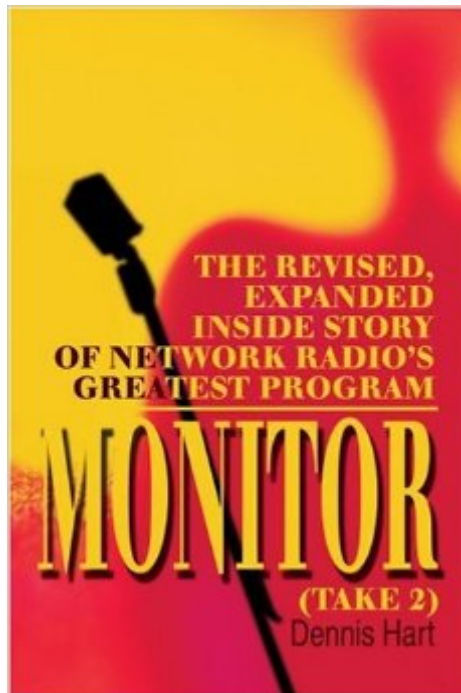


The book was found

Monitor (Take 2): The Revised, Expanded Inside Story Of Network Radio's Greatest Program



Synopsis

For two decades starting in 1955, millions of Americans spent their weekends listening to an extraordinary radio program-NBC's Monitor. Running continuously from Saturday morning through Sunday night, Monitor featured big-name hosts like Dave Garroway, Hugh Downs, Gene Rayburn, Ed McMahon, Henry Morgan, Barry Nelson, Joe Garagiola, Bill Cullen, Jim Lowe and Murray the K-all broadcasting from mammoth studios called "Radio Central." Monitor spotlighted a galaxy of feature reporters such as Arlene Francis, Gene Shalit, Bob Considine and Mel Allen. Comedy came from Bob and Ray, Nichols and May and Ernie Kovacs-and "Miss Monitor" gave her unforgettable weather forecasts. This is the vastly expanded, revised edition of Dennis Hart's inside look at Monitor. Included are dozens of new, never-before-told stories about the men and women of Monitor. Readers will discover-or remember-what made Monitor such a "must-listen" experience in the mid-20th century-and learn, for the first time, the real story about the death of America's last great radio show. Monitor (Take 2) is the "last word" about a true broadcasting institution.

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Customer Reviews

As the subtitle indicates, Dennis Hart has revised and expanded his history of Monitor, the weekend radio program that ran on the NBC radio network for nearly twenty years, delighting millions of listeners. Why a revision? Because after his first edition chronicled the venerable show's history, many old Monitor hands contacted him to share their experiences in helping produce Monitor. The result is a fuller, richer picture that lets Monitor fans feel like they are looking over the shoulders of these lucky broadcast professionals as they created hours upon hours of live radio programming in

the '50s through the mid '70s--a time when radio meant something far beyond today's homogenized, plasticized, excruciatingly boring programming. For Monitor was a revolution in its day. When it was developed by the great Pat Weaver, then NBC President, long form radio programming (i.e.; fifteen and thirty minute shows) was almost extinct, television having siphoned off the audience. Weaver created Monitor, a magazine of the air that ran on weekends and saved the NBC radio network from extinction. Monitor combined news, music, interviews, features, sports, comedy, and live remotes to bring listeners an ever changing and totally entertaining format that engaged listeners in what was going on in the world around them. To top it all off, it was hosted by a pantheon of broadcast legends like Dave Garroway, Gene Rayburn, Hugh Downs, Mel Allen, Bill Cullen, Henry Morgan, Frank Blair, Ed McMahon, and many others each of whom gave the show its distinctive flavor. Monitor was a big idea that sounded big and it resulted in what became practically a national institution over its twenty year run. Many fans, including this author, still miss it to this day.

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