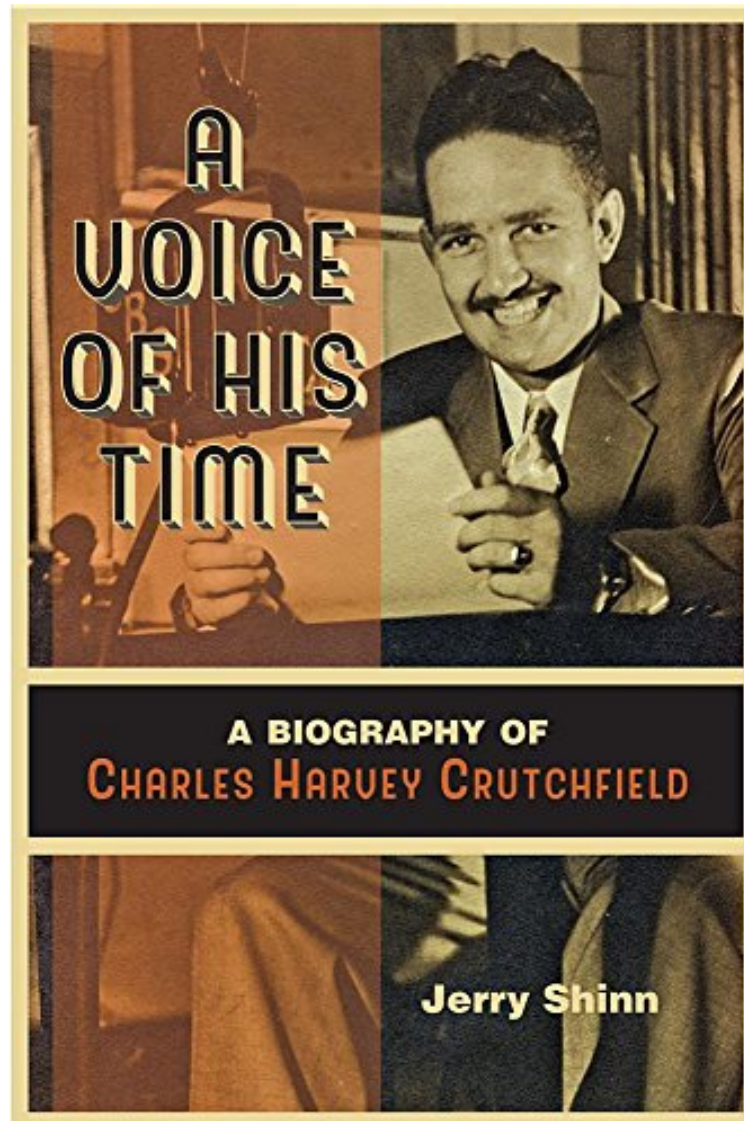


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A Voice of His Time: A Biography of Charles Harvey Crutchfield

Jerry Shinn

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Jerry Shinn : A Voice of His Time: A Biography of Charles Harvey Crutchfield before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Voice of His Time: A Biography of Charles Harvey Crutchfield:

0 of 0 people found the following review helpful. Important USA Radio History By James B. Osborn It had to be exciting to be Charles Harvey Crutchfield in 1930. He was only 18 years old, had dropped out of college, and only ten years into the new era of AM radio, he had worked for four different radio stations in the space of eight months. This was partially due to his deep attractive voice, but it was mostly because of his drive to make his mark in this brand

new industry. By the age of 20, he was an important figure in radio in North and South Carolina, eventually becoming the top executive at Charlotte's WBT, and later, WBTW. He was helping to call the shots when Elvis and rock music arrived, as well as advising CBS on national policy. He also played large roles in guiding the USA policy in Voice of America and Radio Free Europe, and was a main factor in convincing Billy Graham to use broadcast media in his revivals. The history is beautifully told by author Jerry Shinn, who had been in a position to watch Charles Crutchfield's career unfold. He had been a longtime listener/viewer of the Charlotte stations. This is recommended reading. 0 of 0 people found the following review helpful. TV "Blackouts" in Memory By Tarbucket It is an OK book if one wants to read about the broadcasting career of a major media figure in the postwar South. It is quite another matter if a former reporter/editorial writer for the Charlotte Observer compromises his integrity by turning out a subsidized biography of an arch-conservative who used the public airwaves to support discredited political figures. Two cases in point: Jesse Helms and Richard Nixon. Crutchfield once used his television station in Charlotte to hype, via re-runs, a 1971 mutual love-in rally featuring Richard Nixon and Billy Graham. RMN unveiled a statue of Graham. Graham, the preacher told this story: "Many times, many times, I have gone to the President and suggested a course of action against his enemies. And the President has replied to me: 'No, Billy, that would be wrong.' At that moment, he was the preacher and I was the sinner!" (sic) Moreover, during the Cold War, Crutchfield personified the stereotype of a professional anti-Communist testifying before the House Un-American Activities Committee. As described by my peach farmer father: "Son, people like that are looking for a Communist under every peach basket." Former professional journalists should not become flaks.

A Voice of His Time is the long past due biography of Charles H. Crutchfield, a man hailed as the pioneer of commercial broadcasting. Son of a cotton broker, born in Hope, Arkansas and educated in Spartanburg, South Carolina, Crutchfield quickly rose to prominence in the rapidly growing industry of radio and television. His story is told by former reporter Jerry Shinn, no stranger to the important figures who shaped Charlotte, North Carolina, city of the New South.

From the Inside Flap A Voice of His Time is the long past due biography of Charles H. Crutchfield, a man hailed as the pioneer of commercial broadcasting. Son of a cotton broker, born in Hope, Arkansas and educated in Spartanburg, South Carolina, Crutchfield quickly rose to prominence in the rapidly growing industry of radio and television. His story is told by former reporter Jerry Shinn, no stranger to the important figures who shaped Charlotte, North Carolina, city of the New South. Blessed with a melodious voice and a daring demeanor, Crutchfield came of age right as radio filtered into homes across America. After a short-lived tenure at Wofford College, he bounced around fledgling radio stations across the South from Columbia, Charleston, and Greenville, South Carolina to Augusta, Georgia finally landing at Charlotte's WBT in 1933. Crutchfield and his alter ego, Charlie Briarhopper, soon became fixtures on the airwaves. Even better, he was poised to jump into the next big thing, television, just as it leapt onto the forefront. In 1945, at only age 33, Crutchfield was named general manager of WBT, the youngest man to hold such a post in the nation at that time. The love of his life, high school sweetheart Jacquelin Williams, aka Pee Wee, at his side, Crutchfield was more than just a voice; his wide ranging talents took him far, from covering FDR on the campaign trail to announcing college football on the field, from the boardroom to the Berlin Wall, from the Kremlin to the Nixon White House. It is a book about being born at the right time and with a zest for the new and unknown, about a voice that had the uncanny knack of engaging one on one with a vast audience from behind the microphone, laying the groundwork for the power of the medium. From the Back Cover From quick-thinking creator of the hillbilly Briarhoppers to blunt-spoken critic of CBS News, Charles Crutchfield's colorful career tracked and often influenced the course of radio and television in the Carolinas. He has long deserved a biography, and readers couldn't wish for a more insightful and enlightening one than A Voice of His Time. Lew Powell I can't say that I ever really knew Charlie Crutchfield back when I covered TV for The Charlotte Observer but thanks to Jerry Shinn's well written and exceedingly detailed book I now feel that I do. Shinn does an impressive job of tracing Crutchfield's remarkable and diverse life, from childhood to corporate executive, all against the backdrop of some of the world's most dramatic historical events. This is an extremely well-crafted book. Ron Aldridge, TV critic for The Charlotte Observer, 1975-1980 Charles Crutchfield, in my mind, was the father of modern radio and television broadcasting in the Carolinas, and that alone makes a great story. But Jerry Shinn has gone way beyond that to capture the essence of the man one of the most genuine human beings I've ever known, a visionary who cared deeply about those of us who worked with and for him, and for the audiences we served. A superb piece of research and writing. Robert Inman, former WBTW News anchor and author of Home Fires Burning. About the Author Jerry Shinn grew up in South Carolina, graduated with Honors in Creative Writing from the University of North Carolina at Chapel Hill, and is a former associate editor, editorial page editor and award-winning columnist for The Charlotte Observer. He now lives in the North Carolina mountains and writes fiction, poetry, history, biography, commentary and music.