

(Library ebook) A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio

A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio

Cynthia B. Meyers

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Cynthia B. Meyers : A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio before purchasing it in order to gage whether or not it would be worth my time, and all praised A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio:

1 of 1 people found the following review helpful. An important resource on the Golden Years of Radio, ...By Peter H. GreenAn important resource on the Golden Years of Radio, the 1920s though the 1940s, a topic only now being

seriously studied by historians. Since my father was in advertising, which Meyers explains was the principal creative force behind the creation of program content in those years, this book enabled me to understand his and his key role in on-air programming.--Peter H. Green, Author of *Ben's War with the U. S. Marines* and the forthcoming, *Radio: One Woman's Family in War and Pieces*. 1 of 1 people found the following review helpful. InsightfulBy Charles H. WarnerCynthia Meyers has done a masterful job of researching and telling the story of the early days of radio, which were dominated by advertisers and their agencies. Her description of the agencies that specialized in the hard sell and the soft sell are revelations to someone who made a career of (and wrote a book about) media selling. Great read. 1 of 1 people found the following review helpful. What's The Frequency, Kenneth?By J. PrescottVery complete!

During the golden age of radio, from roughly the late 1920s until the late 1940s, advertising agencies were arguably the most important sources of radio entertainment. Most nationally broadcast programs on network radio were created, produced, written, and/or managed by advertising agencies: for example, J. Walter Thompson produced *Kraft Music Hall* for Kraft; Benton Bowles oversaw *Show Boat* for Maxwell House Coffee; and Young Rubicam managed *Town Hall Tonight* with comedian Fred Allen for Bristol-Myers. Yet this fact has disappeared from popular memory and receives little attention from media scholars and historians. By repositioning the advertising industry as a central agent in the development of broadcasting, author Cynthia B. Meyers challenges conventional views about the role of advertising in culture, the integration of media industries, and the role of commercialism in broadcasting history. Based largely on archival materials, *A Word from Our Sponsor* mines agency records from the J. Walter Thompson papers at Duke University, which include staff meeting transcriptions, memos, and account histories; agency records of BBDO, Benton Bowles, Young Rubicam, and N. W. Ayer; contemporaneous trade publications; and the voluminous correspondence between NBC and agency executives in the NBC Records at the Wisconsin Historical Society. Mediating between audiences desire for entertainment and advertisers desire for sales, admen combined showmanship with salesmanship to produce a uniquely American form of commercial culture. In recounting the history of this form, Meyers enriches and corrects our understanding not only of broadcasting history but also of advertising history, business history, and American cultural history from the 1920s to the 1940s.

A Word from Our Sponsor is a truly groundbreaking study of the fateful union of broadcasting and advertising in their formative years. At long last, Meyers provides us with an in-depth, inside account of the creation and essential interdependence of these two dominant American culture industries, as sponsors and their ad agencies shaped commercial radio into a machine of mass entertainment and, in the process, into the nations most effective advertising medium. (Thomas G. Schatz University of Texas at Austin, College of Communication) This is a terrific and much-needed book. Cynthia Meyers tells the compelling story of one of the most productive yet hidden cultural forces of the twentieth century. (Michele Hilmes University of Wisconsin, Madison) Well written and organized, this book is a welcome addition to a growing number of revisionist studies of the broadcasting industry. . . Highly Recommended (Choice Magazine) About the Author Cynthia B. Meyers is an Associate Professor of Communication at the College of Mount Saint Vincent in New York City. She received her Ph.D. in Radio-Television-Film from the University of Texas at Austin.