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Who Killed the Big News?

By Pete Noyes

Createspace, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.In 1961 television news was in relative infancy in the United States. Network news broadcasts ran just 15 minutes, hardly enough time to communicate the news of the day. Local news broadcasts likewise ran 15 minutes, five minutes for news, five minutes for weather and five minutes for sports. But in October of 1961 a brilliant television pioneer named Sam Zelman decided to change the TV news landscape by introducing The Big News, an hour long broadcast featuring 45 minutes of local news and the 15 minute network broadcast with Douglas Edwards. The newspaper critics scoffed, it couldn't be done. But Sam proved them wrong. He introduced a former TV pitchman from Chicago, Jerry Dunphy, as his anchorman, and almost immediately a news legend was born. His other hires were Ralph Story, truly one of TV's greatest storytellers, weatherman Bill Keene and sports director Gil Stratton, a baseball umpire and part-time actor. It was one of the great success stories in the history of TV news with ratings that dominated the marketplace for a dozen years....



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