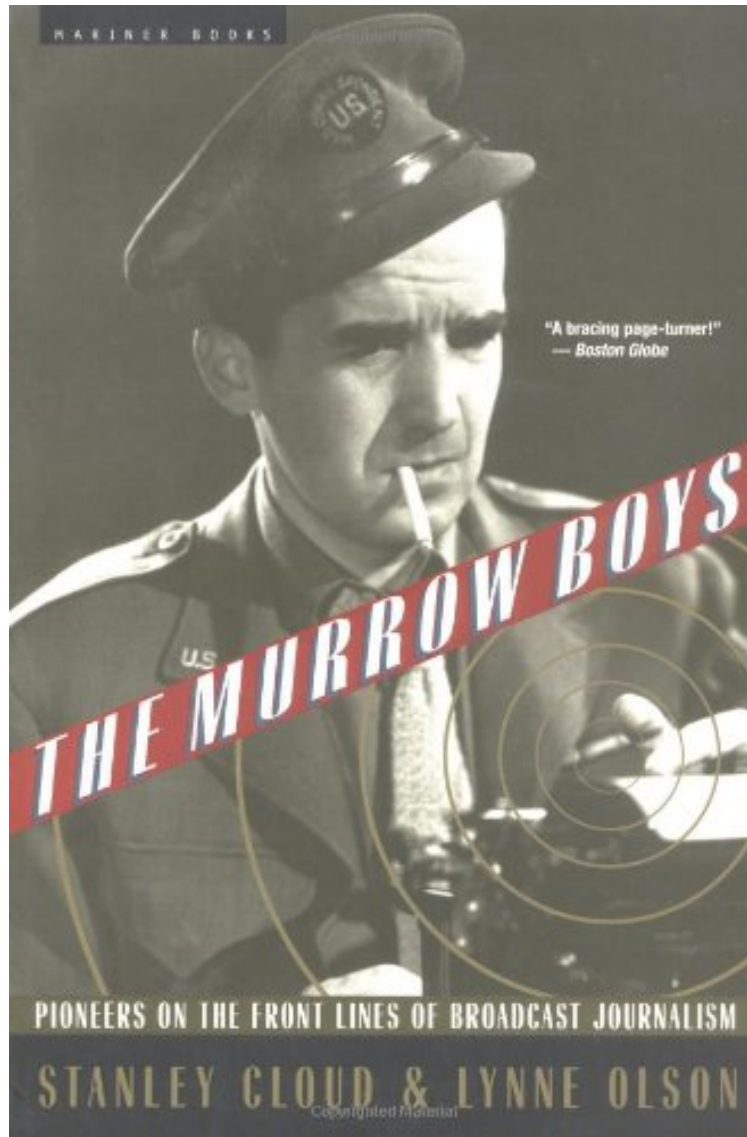


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## The Murrow Boys: Pioneers on the Front Lines of Broadcast Journalism

*Lynne Olson, Stanley W. Cloud*  
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**Lynne Olson, Stanley W. Cloud : The Murrow Boys: Pioneers on the Front Lines of Broadcast Journalism** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Murrow Boys: Pioneers on the Front Lines of Broadcast Journalism:

0 of 0 people found the following review helpful. The meteoric rise and fall of a great institution and the people who

were behind it. By Kindle Customer As someone who was proud to be affiliated, in a very minor way, with CBS for 21 years, I was thrilled to learn so much about Murrow's boys and how they made the network great. I was also saddened to see how it declined over the years. Olson does a masterful job of explaining how it all happened, in a very readable way. I bore witness to the long, slow slide from greatness to mediocrity and I can attest to the fact that Olson got the process, and the reasons behind it, exactly right. I would recommend this book to anyone with confidence. Kudos to the author for a job well done. 1 of 1 people found the following review helpful. Attention-grabbing By Jack Hermann A wonderfully well written and attention-grabbing book about the broadcast journalists some of us grew up listening to during the mid-century. An alternative subtitle (to paraphrase William Shirer) could be The rise and fall of broadcast journalism in America. Cloud and Olson have crafted a fascinating story of how Edward R. Murrow and his team invented broadcast journalism and transported the craft to maturity, and then how CBS and the other major broadcasting networks reduced the profession to its current impotency. Biographical sketches of each team member along with stories about the relationships among the individuals provide much of the substance. To tell this story, the authors relied upon a wide range of sources including personal interviews with surviving members of the Murrow Boys before the book was originally published in 1996. A revised epilogue brings the book up to date. I recommend this book to American history buffs, WWII enthusiasts, and those who are interested in the history of journalism. 2 of 2 people found the following review helpful. Simply outstanding!!! By Tom Turbiville One of the best history books I've ever read, if not the best. Olson and Cloud put you with Murrow and the Boys every step of the way, from their beginning to their last days. The book pulls no punches, describing the common love and loathing that transpired over a half century span they lived. I can't wait to go to YouTube (ironically a tech invention the boys would have hated) to find audio and/or video of these guys. Severeid was one of my personal broadcast idols, but I only knew him from his commentaries on Cronkite's CBS Evening News. This book shows me who he really was, how smart and egotistical he was. Modern CBS, Rather, etc won't like this book. It's too damned honest. If you have any interest in the real history of radio, please read this book, read it slowly like a student studying a text book. I've never enjoyed a read as much as The Murrow Boys.

Publishers Weekly described The Murrow Boys as "a lively, colloquial history of broadcast journalism that is so exciting one's impulse is to read it in a single sitting." It tells the swashbuckling tale of Edward R. Murrow and his legendary band of CBS radio journalists - Charles Collingwood, Howard K. Smith, William Shirer, Eric Severeid, and others - as they "paint pictures in the air" from the World War II front. Brimming with personalities and anecdotal detail, it also serves up a sharp-eyed account of where the craft went wrong after the war, when vanity and commercialism increasingly intruded. "This is history at its best," said Ted Anthony of AP News.

From Publishers Weekly In 1937, Edward R. Murrow (1908-1965) was dispatched to Europe by CBS Radio as its European representative. Although the job consisted of finding entertainment for the radio, world events would soon intervene. With Hitler beginning his rampage, Murrow fought isolationism at home and provincialism at CBS to form a legendary group of electronic journalists. William L. Shirer became Berlin correspondent, and Murrow, holding down London himself, hired the vain, insecure Eric Severeid for Paris. Streetwise New Yorker Larry LeSueur, covered Dunkirk. There were also Charles Collingwood, Murrow's "Bonnie Prince Charlie," who loved the good life; Winston Burdett, onetime Communist later turned stool pigeon for a red-hunting Senate committee; and Howard K. Smith, Southern gentleman and Rhodes Scholar, who would take "the last train from Berlin" when the U.S. entered the war. With the end of the war, we see "the boys" as they evolve in a changing America, resisting television (they all, at first, hated it); McCarthyism (Severeid, Murrow and, especially, Collingwood would be fearless); hubris (Shirer became so arrogant he was fired); and the CBS corporate structure (William S. Paley, corporate shark, would always win). Cloud, a former Washington bureau chief for Time, and his wife, Olson, former White House correspondent for the Baltimore Sun, have written a lively, colloquial history of broadcast journalism that is so exciting one's impulse is to read it in a single sitting. Copyright 1996 Reed Business Information, Inc. From Library Journal At first blush, this book by a husband-and-wife team of journalists may seem an oft-told tale, a further deifying of CBS News' Edward R. Murrow (already deified in numerous autobiographies by the "boys"). But it is much, much more than that; it is a thorough and scholarly documentation of radio reportage during World War II by the likes of Murrow, William Shirer, Eric Severeid, Charles Collingwood, Howard K. Smith, Hugh Downs, et al., which created a whole new journalistic industry. The Murrow Boys is written with page-turning verve; the largely egocentric, hard-drinking cast is presented in detail with all warts exposed. But the story is also a sad one, revealing the breakup of a fine network news operation by executives focused on the bottom line and, in more recent years, by the advent of local television newsrooms peopled with cookie-cutter personnel selected for good looks and ethnic balance and without regard for journalistic experience. This book gives one pause about the quality of the news we get on TV. Highly recommended for all libraries. Chet Hagan, Berks Cty. P.L. System, Pa. Copyright 1996 Reed Business Information, Inc. From Kirkus s An absorbing, frequently poignant narrative about the heroes of CBS radio news, the men and women who set the standards for broadcast journalism during WW II, and about what happened to the heroes, and the standards, in the

years that followed. Although there were great journalists in WW II besides those surrounding Edward R. Murrow, those who were hired and nurtured by Murrow to broadcast the war for CBS radio--Eric Sevareid, Larry LeSueur, William L. Shirer, Charles Collingwood, and Howard K. Smith, among others--have always shared a special mystique. As the husband-and-wife team of Cloud (former Washington bureau chief for Time) and Olson (former Moscow correspondent for Associated Press) explain, radio news was still in its infancy, and Murrow's live war coverage was the first time the medium's dramatic potential was realized. The authors show that these new radio journalists played an important role in shaping American public opinion about the war: Despite the emphasis by CBS bureaucrats on "objectivity," the Murrow group engaged in more than a simple presentation of facts, ranging from the overt editorializing of Sevareid's eloquent broadcasts from London during the blitz to Shirer's masterful use of irony and insinuation from Berlin. They had to contend constantly with attempts at censorship. Despite their travails, the Murrow Boys enjoyed commercial success: Some wrote well-received books (Shirer's *Berlin Diary*, Smith's *Last Train From Berlin*), and some became celebrities in their own right, a portent of the media stars of later years. This success, and the journalists' identification with corporate interests, though, were to have a corrosive effect, as the authors demonstrate: Decades after the war, the traditions of Murrow had faded, replaced by sensationalist and commercialized journalism that lacked either the drama or the intellectual content of CBS radio's brilliant wartime coverage. A nicely told look back at what was, and a glimpse of what might have been, in the field of broadcast journalism. -- Copyright 1996, Kirkus Associates, LP. All rights reserved.