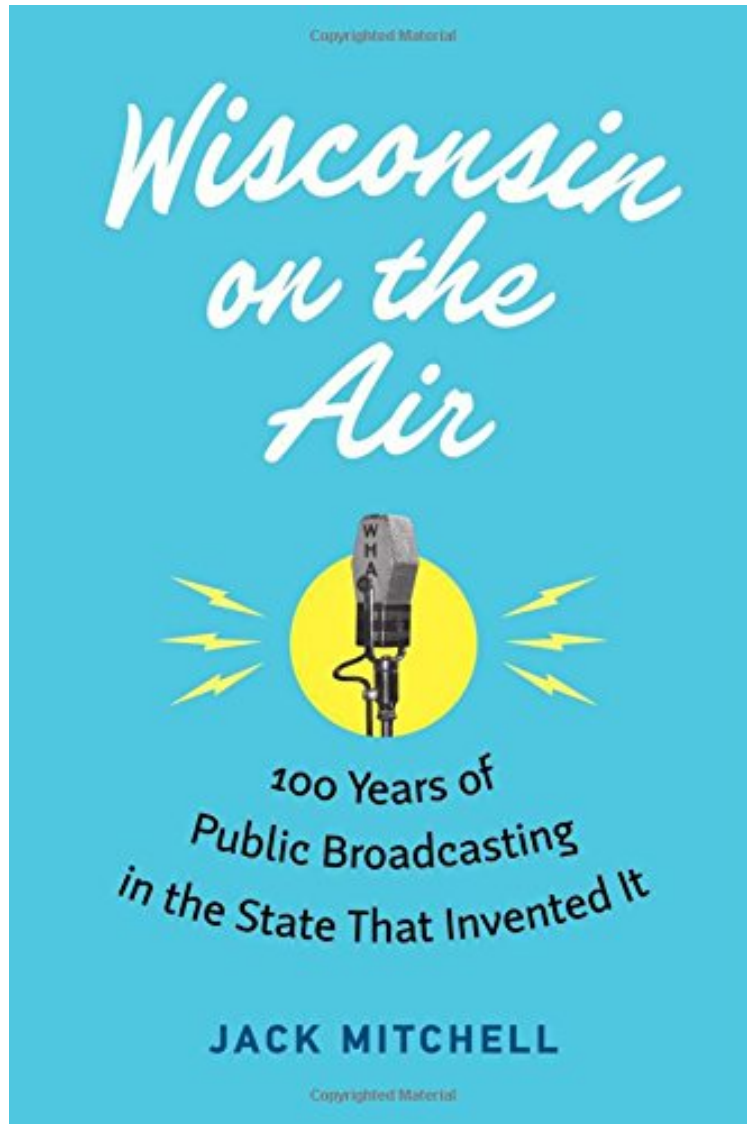


# Wisconsin on the Air: 100 Years of Public Broadcasting in the State That Invented It

Jack Mitchell

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#1262243 in Books Mitchell Jack 2016-08-16Original language:EnglishPDF # 1 9.00 x 1.00 x 6.00l, .0 #File Name: 087020761X240 pagesWisconsin on the Air 100 Years of Public Broadcasting in the State That Invented It | File size: 64.Mb

**Jack Mitchell : Wisconsin on the Air: 100 Years of Public Broadcasting in the State That Invented It** before purchasing it in order to gage whether or not it would be worth my time, and all praised Wisconsin on the Air: 100 Years of Public Broadcasting in the State That Invented It:

1 of 1 people found the following review helpful. This book contains critical context for the issues facing public

broadcasting today. By William Hansen This is the story of public radio and TV from 1917 to the present. It's a story that few people know. It's all here, including the politics, the economy, and the programming. It's a sweeping 100 year narrative of challenges and change. It's a story that informs and provides context for every issue currently facing public radio TV. Public broadcasting is at a watershed moment. Now is a good time to read it, reflect, discuss, and act. Jeff Hansen. 0 of 0 people found the following review helpful. Fascinating Behind-the-Scenes Look at the History of Public Broadcasting By A Reader REVIEW: WISCONSIN ON THE AIR 100 Years of Public Broadcasting in the State That Invented It By Jack Mitchell The subtitle of this well-researched book truly says it all. Accomplished writer and broadcaster Jack Mitchell has written a sober and detailed history of Wisconsin Public Radio set against the backdrop of the social and political history of the state, from LaFollette's Progressives through WWII, McCarthyism, the turbulence of the 1960s, to today's fast-paced world. The Wisconsin Idea the well-meaning, goodhearted movement to spread education and enlightenment to all, especially farmers, through the University of Wisconsin was and is the driver of the whole public radio and television development, according to Mitchell. The professors at the university wanted to keep the elites from creating a society that they and they alone could benefit from. A slight touch of irony in this is that the earliest promulgator of this idea was Professor McCarthy, who graduated Brown University, thus an Ivy Leaguer himself, despite his Irish immigrant roots. That aside, the fascinating behind-the-scenes peek at the growth of what we all now take for granted will keep readers very interested who enjoy social and political history along with a dash of technological innovation. The main conflict between enlightenment and entertainment in the history of public radio was clearly detailed, and it was enjoyable to read about the tug of war between those who wanted the early broadcasts to be mainly sports coverage from the university and those who wanted sober educational discussions and classical music. Educational broadcasting and public broadcasting were two different, competing models, and the intrigue and political give-and-take of the events shaping the growth of public radio and television all over the US, beginning with Wisconsin, is given full treatment. Mitchell writes clearly and in a very organized, chronological fashion, which, given the depth of the research, was a challenge. One wishes that a bit more humor would have popped out every now and then, because there were many instances where one could see the potential, such as when the new broadcasters emerged sweatily from the makeshift broadcast tent in the early days, vowing they'd never do it again, but Mitchell's calm, dispassionate style was well-suited to the subject of political conflict involving the growth of public broadcasting. The good people of Wisconsin and the university worked together to bring the Wisconsin Idea to life: To interpret the true spirit, the life, and the workings of the university, as well as to instruct, stimulate, and enrich the lives of listeners. We would all wish for this to be true of all our public broadcasting.

On a wintry evening in 1917, university professor Earle Terry listened with guests as the popular music of the day filtered from a physics laboratory in Science Hall into a receiving set in his living room. Little did they know that one hundred years of public service broadcasting had just begun. Terry's radio experiment blossomed into a pioneering endeavor to carry out the "Wisconsin Idea," a promise to make the university's knowledge accessible to all Wisconsinites, in their homes, statewide, a Progressive-era principle that still guides public broadcasting in Wisconsin and throughout the nation. In 1947, television was added to this public service model with Channel 21 in Madison, produced, like radio, from the University of Wisconsin campus. By 1967, when the Public Broadcasting Act created the Public Broadcasting System (PBS) and National Public Radio (NPR), the Wisconsin stations had been broadcasting for fifty years. A history one hundred years in the making, *Wisconsin on the Air* introduces readers to the personalities and philosophies, the funding challenges and legislation, the original Wisconsin programming and pioneering technology that gave us public radio and television. Author Jack Mitchell, who developed *All Things Considered* for NPR before becoming the head of Wisconsin Public Radio, deftly maps public broadcasting's hundred-year journey by charting Wisconsin's transition from the early days of radio and television to educational broadcasting to the news, information, and music of Wisconsin Public Radio and Wisconsin Public Television.

About the Author Jack Mitchell, PhD, led Wisconsin Public Radio from 1976 till 1997, initiating the transition from educational radio to WPR. Mitchell was the first employee of National Public Radio, where he was instrumental in developing the groundbreaking newsmagazine *All Things Considered*. He received the two highest honors in public radio, the Corporation for Public Broadcasting's Edward R. Murrow Award and the Edward Elson National Public Radio Distinguished Service Award. Mitchell joined the faculty of the UW-Madison School of Journalism and Mass Communication in 1998. He is the author of *Listener Supported: The Culture and History of Public Radio*.