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On the Air: The King Broadcasting Story

Daniel Jack Chasan

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Daniel Jack Chasan : On the Air: The King Broadcasting Story before purchasing it in order to gage whether or not it would be worth my time, and all praised On the Air: The King Broadcasting Story:

Broadcasting today is composed of mega-corporations, billion dollar mergers, tabloid journalism, violence on the tube, hegemonic CEOs, huge profits and catastrophic losses. Before all that, there was KING. This is the story of King Broadcasting Company, a small radio-cum television station in Seattle that grew to become a regional broadcasting juggernaut.