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WCVB-TV BOSTON: HOW WE BUILT THE GREATEST TELEVISION STATION IN AMERICA



Dunham Books. Paperback. Book Condition: New. Paperback. 328 pages. Dimensions: 8.9in. x 6.0in. x 0.8in. Many people don't realize how important local television programming is to a geographic market. Bob Bennett has long been known as a broadcasting visionary and helped mold local television into what it is today. Having begun his career in early television, he went on to become General Manager of WTTG in Washington, D. C. , WNEW-TV in New York and ultimately GM of WCVB-TV in Boston....

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- Authored by Robert Bennett
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