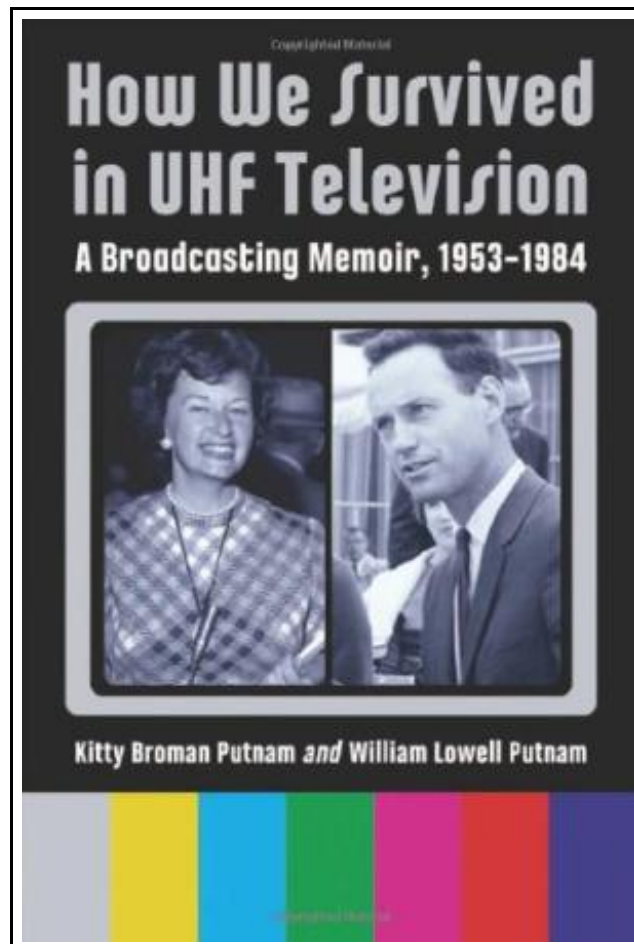


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HOW WE SURVIVED IN UHF TELEVISION: A BROADCASTING MEMOIR, 1953-1984



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McFarland & Co Inc. Paperback. Book Condition: new. BRAND NEW, How We Survived in UHF Television: A Broadcasting Memoir, 1953-1984, Kathryn Flynn Putnam, William Lowell Putnam, This personal narrative is co-authored by two of the best-known names in American UHF television broadcast management: William Lowell Bill Putnam and Kathryn Elizabeth Kitty Putnam. During the first two decades of Ultra-High Frequency (UHF) television, when the established VHF (Very-High Frequency) stations dominated the TV marketplace, the Putnams built and operated three successful UHF outlets: WWLP-TV in Springfield, Massachusetts; WKEF-TV in Dayton, Ohio; and KSTU-TV in Salt Lake City, Utah. Bill and Kitty recall how they labored for survival during the dozen lean years between 1952 and 1964, and the events along their way to leadership in the world of advertiser-supported analog television. Included are several original poems written by Bill, and tantalizing recipes created for Kitty's long-running local cooking show.



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