



WCVB-TV Boston: How We Built the Greatest Television Station in America

Robert Bennett, Dennis Richard

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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. Bob explains how the fight for the license to operate WCVB-TV was won, and how the station began its humble beginnings from a tractor warehouse in Needham, MA. He has worked throughout his career with television people such as Norman Lear, Fred Silverman, John Kluge, Fred Pierce, and many others. Today, WCVB-TV is a television success story that has been difficult to rival by any other TV station in the country. This book and the story of WCVB-TV, has broken the hearts and souls of some, dashed the hopes of others and ultimately made forty-five people millionaires by the time the station was sold to Metromedia

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