



Advance Praise

for *A Newscast for the Masses*

“ *A Newscast for the Masses* contains a great deal of never-before-assembled information that will prove interesting to Detroit local history buffs and students of broadcast journalism. Kiska has exhausted all available data and added to it with the many interviews he has conducted himself. The people who lived it are telling the story. ”

—**Jane Briggs-Bunting**, director and professor of journalism at the Michigan State University School of Journalism

“ Tim Kiska provides a compelling historical account of broadcast journalism from one of the cradles of local television news. The dimensions, horizons, and personalities that shaped TV news in Detroit are brought to life and Detroit is established as a starting point for the focus groups and consultants that today make TV news a ‘mass audience’ function. The book offers vital insights on the emergence of modern television news. ”

—**Craig Allen**, associate professor and coordinator of broadcast news at Arizona State University

“ Tim Kiska tells the national story of the development of television news through the lens of what happened in Detroit at local stations. He has put it all into a readable, entertaining context that identifies the heroes and villains. The book is a valuable resource for students of media history. ”

—**Ben Burns**, former executive editor of the *Detroit News*, director of the Wayne State University journalism program, and co-author of *Michigan Media Law*



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