

1. Record Nr.	UNINA9910451774603321
Autore	Ware Susan <1950->
Titolo	It's one o'clock and here is Mary Margaret McBride [[electronic resource]] : a radio biography // Susan Ware
Pubbl/distr/stampa	New York, : New York University Press, c2005
ISBN	0-8147-8466-6 0-8147-9504-8 1-4294-1499-5
Descrizione fisica	1 online resource (319 p.)
Disciplina	791.4402/8/092 B
Soggetti	Radio broadcasters - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Preface and Acknowledgments; Prologue: Voice of America; Part I. THE HEIGHT OF THE PROGRAM; " Here Comes McBride"; Mary Margaret's Radio Technique; " Under Cover of Daytime"; Mary Margaret's Bond with Listeners; " The Appetite as Voice"; Doing the Products; Part II. BECOMING MARY MARGARET MCBRIDE; Listening to Lives; A Missouri Childhood; Stella; The Journalist and the Writer; Men, Marriage, and Sex; Affluence and Depression; " I Murdered Grandma"; Citrus Follies; The War Years; Part III. TRANSITIONS; Eleanor Roosevelt, Mary Margaret McBride, and Postwar Politics; Television The Last Show: May 14, 1954 Cookbooks, Columns, and Commentary; " Good-bye, Y'all"; Epilogue: Talk Shows, Then and Now; Notes; Index; About the Author
Sommario/riassunto	One of the most beloved radio show hosts of the 1940's and 1950's, Mary Margaret McBride (1899-1976) regularly attracted between six and eight million listeners to her daily one o'clock broadcast. During her twenty years on the air she interviewed tens of thousands of people, from President Harry Truman and Frank Lloyd Wright to Rachel Carson and Zora Neale Hurston. This is her story. Five decades after their broadcast, her shows remain remarkably fresh and interesting.

And yet McBride-the Oprah Winfrey of her day-has been practically forgotten, both in radio history and in the history of twenty

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