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Titolo	Science on the air [[electronic resource] ] : popularizers and personalities on radio and early television // Marcel Chotkowski LaFollette
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Nota di bibliografia	Includes bibliographical references (p. 281-294) and index.
Nota di contenuto	Tuxedos and microphones -- The radio nature league -- Syndicating science -- Cooperative ventures -- Shifting ground -- A twist of the dial -- Facts and fictionalizations -- Adventuring with scientists -- Broadcasting the voice of the atom -- Illusions of actuality -- Epilogue entertaining lessons.
Sommario/riassunto	Mr. Wizard's World. Bill Nye the Science Guy. NPR's Science Friday. These popular television and radio programs broadcast science into the homes of millions of viewers and listeners. But these modern series owe much of their success to the pioneering efforts of early-twentieth-century science shows like Adventures in Science and "Our Friend the Atom." Science on the Air is the fascinating history of the evolution of popular science in the first decades of the broadcasting era. Marcel Chotkowski LaFollette transports readers to the early da