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THE SPONSOR: NOTES ON MODERN POTENTATES



Transaction Publishers. Paperback. Book Condition: New. Paperback. 236 pages. Dimensions: 8.3in. x 6.6in. x 0.6in. The television sponsor has become semi-mythical. He is remote and unseen, but omnipresent. Dramas, football games, and press conferences pause for a word from him. He makes possible concerts and public affairs broadcasts. His underwriting grants brings the viewer music festivals and classic films. Interviews with visiting statesmen are interrupted for him, to continue in a moment. Sponsorship is basic to American television. Even noncommercial television...

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