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Gordon McLendon: The Maverick of Radio (Contributions to the Study of Mass Media and Communications)

Ronald Garay

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Students and others interested in radio history will be intrigued by this fast-paced biography of Gordon McLendon's career in the radio industry, touching also on his work in motion pictures and involvement in Texas politics.

Following a glimpse into his childhood, education, and military career, Ronald Garay describes McLendon's station ownership and management in Palestine, Texas; the development of a major network, the Liberty Broadcasting System; his live and recreated baseball and football programs; and his skirmishes with the major league baseball establishment. Much attention is given to how McLendon re-invented radio and competed with television and print media through his Top 40 music hits, disc jockey programming, and the use of local news. Important concerns regarding station trafficking, editorializing, and public interests are considered as well in this extraordinary book.

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