



JOHNNY OLSON: A VOICE IN TIME, FROM THE BIRTH OF THE MODERN MEDIA TO "THE PRICE IS RIGHT"

Randy West

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While Johnny Olson is best known as the original announcer on CBS' The Price Is Right, he was a seminal figure in radio and television whose prolific career is woven into the fabric of broadcasting's history.

Using Olson's own words and documentation of his career, as well as his personal remembrances of the birth of modern media, this book traces the development of radio and TV from their experimental roots, through their growth to America's most influential sociological force. From Marconi to Match Game, from the birth of the CBS, NBC, ABC and Mutual radio networks, through the rise and demise of DuMont television, and a glorious history of game shows, this is the story of American broadcasting as experienced by a respected and celebrated participant, Johnny Olson - one of TV's most recognizable voices, who enjoyed a 58-year career that intersected with the stars, shows, and events that are part of our cultural tapestry.

Randy West tells this story from a unique perspective, having enjoyed Olson's personal mentoring through his own impressive career that included work at Olson's podium as announcer on The Price is Right. Randy shares Olson's personal photos and personal notes, as well as the stories his mentor shared over their 15 year friendship. This is a fresh and fun look at TV as you've never seen it!

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