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Mastering the Medium

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Mastering the Medium

The Importance of Newspapers, Radio, Television, and the Internet to Presidents



September 4, 2008: Fifty-seven years ago today, President Harry Truman delivered a speech in San Francisco about ending the U.S.'s post-World War II occupation of Japan. The speech -- watched on television by Americans from coast to coast -- was the first ever transcontinental television broadcast. Later presidents would master the medium of television, and in this video historian H. W. Brands talks about the historic importance of presidential mastery of mediums.