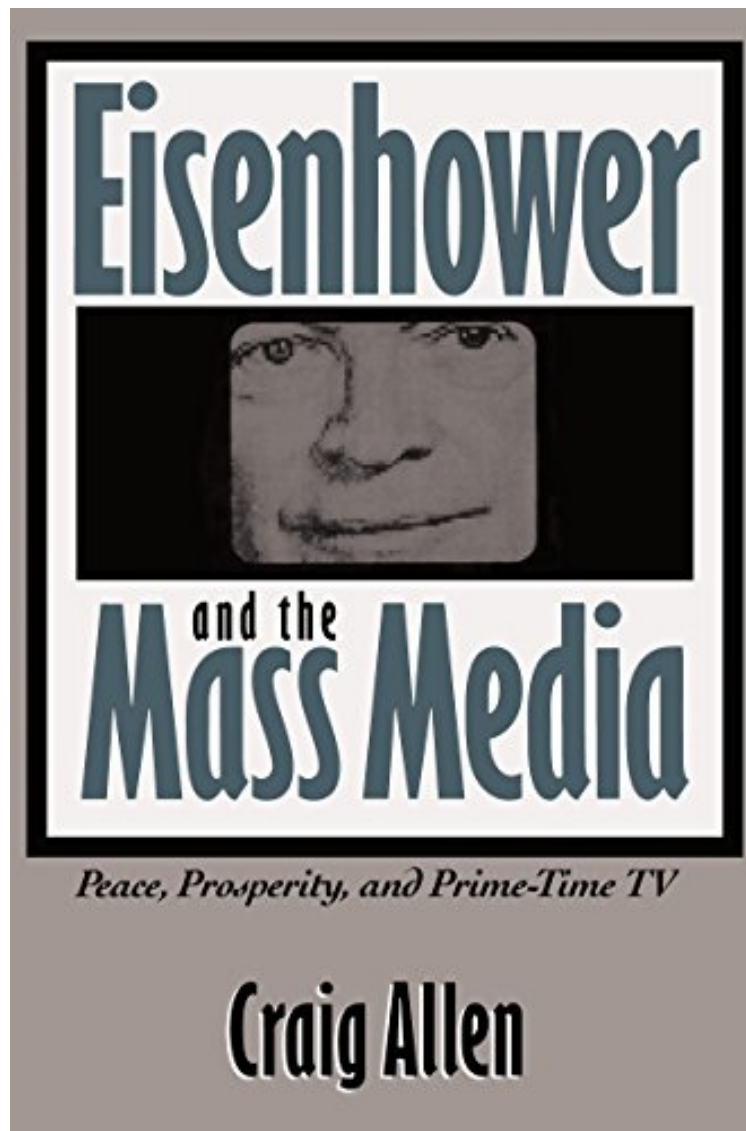


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## Eisenhower and the Mass Media: Peace, Prosperity, and Prime-time TV (Southern Studies)

Von Craig Allen

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informative, shows Ike's "Hidden Hand" at work. Von Ein Kunde: You need to understand that this is a college text book and as a result, the writing is a little inflated. That being said, the author presents a good premise and makes his case very well, showing how Eisenhower's use of public relations agencies, Robert Montgomery, and others helped the GOP and the President in particular fare very well in the public's eye. The account of how the Presidential news conference was created (to avoid the President's message from being "interpreted" by the reporters or having the press neglect the message the White House wanted to get out) is very informative and something viewers of modern day news conference should keep in mind as well. Good book that also goes a long way in dispelling the notion that Dwight D. Eisenhower was a do-nothing President.

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