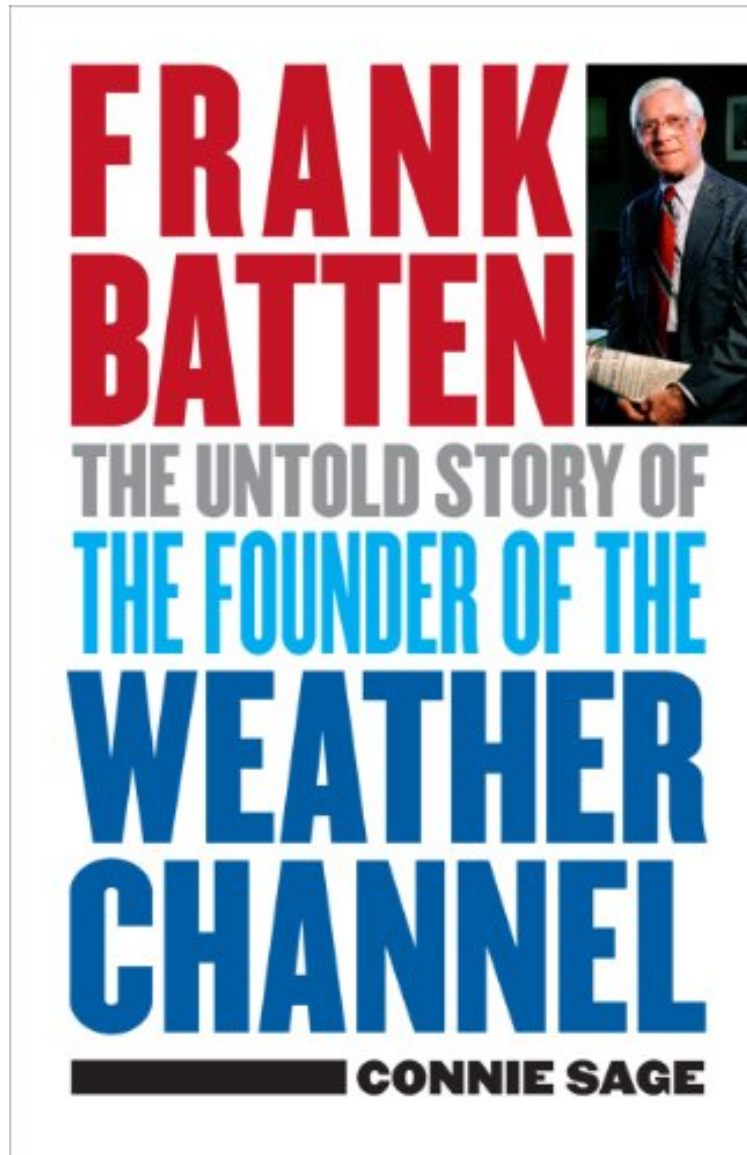


[Library ebook] Frank Batten: The Untold Story of the Founder of the Weather Channel

# Frank Batten: The Untold Story of the Founder of the Weather Channel

Connie M. Sage

ePub | \*DOC | audiobook | ebooks | Download PDF



DOWNLOAD



+

READ ONLINE

#2060635 in eBooks 2011-08-29 2011-08-29 File Name: B007MDR72M | File size: 56.Mb

**Connie M. Sage : Frank Batten: The Untold Story of the Founder of the Weather Channel** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Frank Batten: The Untold Story of the Founder of the Weather Channel:

2 of 2 people found the following review helpful. Absorbing business history By William C Wooldridge This is the crisply written story the late titan of Virginia journalism, Frank Batten. Batten also had a notable career in cable TV

and, after his stunning business successes, in philanthropy, especially educational philanthropy. The title highlights the Weather Channel, but the book is not primarily about the Weather Channel. It is an extended biographical and business history essay, based on lengthy interviews with Batten himself and with many of his associates. The author also draws from contemporary newspaper coverage of events, but apparently not from any corporate archives. The story of this remarkable man makes a remarkably interesting book. Because of Batten's wide influence and varied interests, the narrative also provides as an unexpected byproduct a fast-moving account of the Hampton Roads area (Norfolk, Virginia, and the surrounding cities) through the Batten decades -- all in fewer than 200 pages. 0 of 0 people found the following review helpful. Frank Batten: The Untold Story of the Founder of the Weather Channel By joel reich Weather happens: an Arctic air mass is responsible for dropping 18 inches of snow on my backyard; a low pressure system will bring the eye of a category 3 hurricane to my door. I need to know this stuff before I head out to an appointment or to my office. And so, I am addicted to the Weather Channel. But, until I read Connie Sage's fascinating biography of Frank Batten, founder of the Weather Channel, I did not appreciate how fortunate we are that Mr. Batten followed his passion and created this vital resource. Well-researched and an intriguing story, this book brings a little known American icon into focus. A must-read if only to understand how Frank Batten helped mold the face of journalism as founder of the Weather Channel and weather.com, chairman of the Associated Press and leader of the Virginia Pilot Ledger Star. Don't miss this wonderful book. Kudos to Sage for bringing Frank Batten into our homes. Beth Hillson 0 of 0 people found the following review helpful. Evolution of a man and his mission By Betty Moore Connie Sage tells the fascinating story of how Frank Batten's life experiences molded the true character of this remarkable man. As Mr. Batten's secretary from 1967 through 1980, I enjoyed the privilege of observing his courage in the face of adversity, whether dealing with the loss of his ability to speak due to cancer, or the challenges of establishing new business ventures. This book is a great read, and I heartily recommend it.

Frank Batten Sr. (1927–2009) created the Weather Channel in 1982, despite mocking by colleagues in the media that around-the-clock weather broadcasts would be as exciting as watching paint dry. The network, and later its companion website, Weather.com, became the largest private weather company in the world and an American cultural icon. Yet few have heard of Batten, a media pioneer whose Virginia newspaper was the only major daily to back school integration. At a time when American corporate greed was making headlines, without fanfare and limelight Batten built a media empire centered on honesty, integrity, and ethics. Starting out in his uncles' newspaper business in Norfolk, Virginia, as a reporter and advertising salesman, he assumed leadership of the Virginia Pilot and Ledger-Star at the age of twenty-seven and grew Landmark Communications into a media powerhouse. He championed racial equality, a position not often taken in Virginia during the 1950s. His flagship newspaper, the Pilot, was the only daily paper in Virginia to back court-ordered school desegregation. He created two billion-dollar businesses and gave away more than \$400 million to charity, nearly all of it to education. As chairman of the Associated Press from 1982 to 1987, he helped guide the news agency back on a sound financial footing. Batten also faced a tremendous personal challenge that would have sidelined many: he lost his vocal cords to cancer two years before starting the Weather Channel. This is the untold story of a man whose name few recognize, yet who helped change the face of the media in the twentieth century.

This is the story of an extraordinary man—a business leader most beloved by those who knew him best. There are a lot of lessons in Frank Batten's life—and in the story of how the Weather Channel became a mega-success after he announced that he was going to close it. (Donald E. Graham, Chairman, The Washington Post Company) The life story of [a] modest but forceful man whose business acumen and estimable values helped shape a region.... likely to be the last word on the final chapter of a consequential and laudable life. (The Virginia Pilot) About the Author Connie Sage is a former longtime reporter and editor for the Virginia Pilot in Norfolk, Virginia, and was on the corporate staff of Landmark Communications. She lives in North Carolina.