

"A great read from start to intriguing finish. Baruch's roller coaster ride through broadcasting and cable is an insider's account of what makes television tick. An inspiring memoir."

—Larry King,
CNN talk-show host

Television Tightrope

How I Escaped Hitler, Survived CBS,
and Fathered Viacom

Ralph M. Baruch and Lee Roderick

"Aside from Ralph's fascinating tales from the financial and communications world, his personal story is the stuff of which movie thrillers are made . . . Baruch's story reminds us of how many of our leaders in so many fields are refugees from native lands plagued by tyranny."

—Walter Cronkite, former anchor, CBS News

"A great American story . . . from immigrant to one of the most successful corporate leaders of our time . . . His account is inspirational and has earned an important place in the history of American telecommunications." —Brian Lamb, founder and CEO, C-SPAN

"Wow. Tightrope is chock full of lessons for our industry today. Ralph built the foundation for the entire cable industry... For those of us who think of ourselves as pioneers, we have a lot to learn from Ralph Baruch. This anecdotal history of times past often sounds like times present."

—Geraldine Laybourne, founder and ceo, Oxygen Media

The first full insider's account of Viacom's meteoric rise to become the largest entertainment conglomerate in the world, this inspiring account of the life of Ralph Baruch is for those seeking to overcome their own personal and professional challenges or simply by those interested by a fulfilling human-interest story. As a teenager, Ralph faced the Pyrenees Mountains that separated Nazi-controlled France from Spain as his family fled Hitler's Europe for freedom; in his adult life he faced CBS, government bureaucrats, Hollywood stars and shysters, greedy outsiders coveting Viacom, and the loss of his wife and mother of his four young daughters. Intimate and uninhibited, this autobiography also provides a revealing top-to-bottom tour of the television industry with anecdotes of the stars including Bill Cosby, Lucille Ball, Jackie Gleason, Raymond Burr, Ted Turner, and Mary Tyler Moore.

Ralph Baruch is the author of *How Broadcasting and Cable Happened (In Spite of the FCC)* and the winner of numerous awards including an Emmy and the International Radio & Television Society's Gold Medal. He lives in New York City. Lee Roderick is the author of *Leading the Charge: Orrin Hatch and 20 Years of America* and *Gentleman of the Senate*. He is also a journalist whose work has appeared in national periodicals including *Parade Magazine*, *American Heritage*, *The Wall Street Journal*, and the *Christian Science Monitor*. He lives in Logan, Utah.

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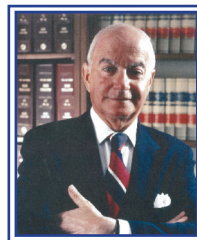


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TELEVISION TIGHTROPE

HOW I
ESCAPED HITLER
SURVIVED CBS
AND
FATHERED
VIACOM



RALPH BARUCH
WITH LEE RODERICK

Excerpt:

Our new company needed a name. One day I discussed possibilities with [CBS President] Frank Stanton. He ventured that all of our work would be in communications. I agreed. Frank then suggested ViaCommunications, but we both knew that was too long. He loved to dabble with graphic arts and said "We could abbreviate it and call it 'Viacom,' starting with the V, then the straight I, and then inverting the V to make an A."

"Frank, I think that's a poor choice," I said.

"I like it," he answered.

Viacom it would be.



(From left) Ralph Baruch, Nobel Prize-winner Elie Wiesel, humanitarian and actress Liv Ullmann, and longtime head of the International Rescue Committee Leo Cherne join forces to aid world refugees