



Channeling Elvis: How Television Saved the King of Rock 'n' Roll

Allen J. Wiener

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Elvis Presley was a virtual unknown when, in 1956, he strutted his stuff in front of a national television audience for the very first time. By year's end, following a dozen TV appearances, he was an international superstar. Over the next two decades, Elvis turned to TV whenever his career required a boost or a complete makeover. "Channeling Elvis: How Television Saved the King of Rock 'n' Roll" peers through TV's unique lens to take a close-up look at his 20-year career. Based on more than a decade of research, dozens of fresh interviews, and careful review of hours of television and other footage, "Channeling Elvis" focuses on the role television played in creating, sustaining, and reviving the King's unrivaled popularity. Only television captured the full arc of his career, from those initial steps on the national stage and highly anticipated return from the U.S. Army to his resurrection in the wake of some lame recordings and less-than-stellar movies, renewed acclaim as a concert artist, and premature, self-inflicted 1977 exit. Television captured it all, and Elvis Presley's TV appearances also provided us with the most extensive visual record of this incredible man doing what he loved best: performing live.

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