



THE EAST TENNESSEE HISTORICAL SOCIETY

MUSEUM of EAST TENNESSEE HISTORY
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For Immediate Release

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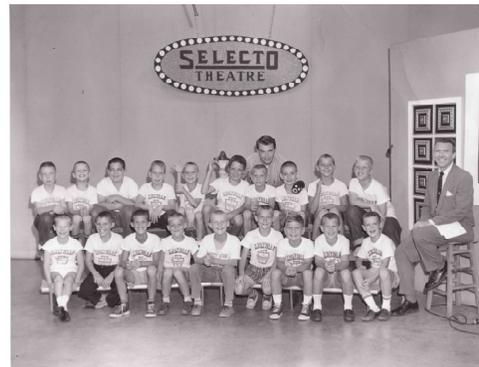
“Adventures in Media Advertising: 58 Years and Running” **A Brown Bag Lecture by Hal Ernest**

PROGRAM: *“Adventures in Media Advertising: 58 Years and Running,”* A Brown Bag Lecture by Hal Ernest

DATE: Noon, Wednesday, February 5, 2014

LOCATION: East Tennessee History Center
601 South Gay Street
Knoxville, TN 37902

ADMISSION: FREE | Attendees are encouraged to bring a “brown bag” lunch



(Knoxville, TN) In a media career spanning 58 years, Hal Ernest has done it all, including an early job at NBC in New York and stints as both television news anchor and children’s program host. Now in his 47th year as account executive for Knoxville advertising agency Lavidge and Associates, Ernest is busier than ever.

Join Hal as he shares behind-the-scenes stories of his career on local television and discusses the relationship between television and advertising. The Brown Bag will also include a screening of classic 1950s-era television commercials produced by Lavidge and Associates, including the classic Lays Three Little Pigs Commercials.

The lecture is held in conjunction with the exhibition, *Live! On Air! and In Your Living Room*, on display through February 23, 2014. The exhibit is rich with vintage clips from the old *Cas Walker Farm and Home Hour*, *Bonnie Lou and Buster*, Jim Clayton’s *Startime*, early television commercials, and much, much more. A 1960s living room and a backdrop of from the *Cas Walker Show* bring the era to life. The exhibit is presented by the East Tennessee Historical Society and the Tennessee Archive of Moving Image and Sound, a division of the Calvin M. McClung Historical Collection.

The program is sponsored by 21st Mortgage and is and free and open to the public. The lecture will begin at noon at the East Tennessee History Center, 601 S. Gay Street, Knoxville. Guests are invited to bring a “Brown Bag” lunch and enjoy the lecture. Soft drinks will be available. For more information on the lecture, exhibitions, or museum hours, call 865-215-8824 or visit the website at www.EastTNHistory.org.

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