

**United Daily News Group (A): Building Hybrid
Business Models**



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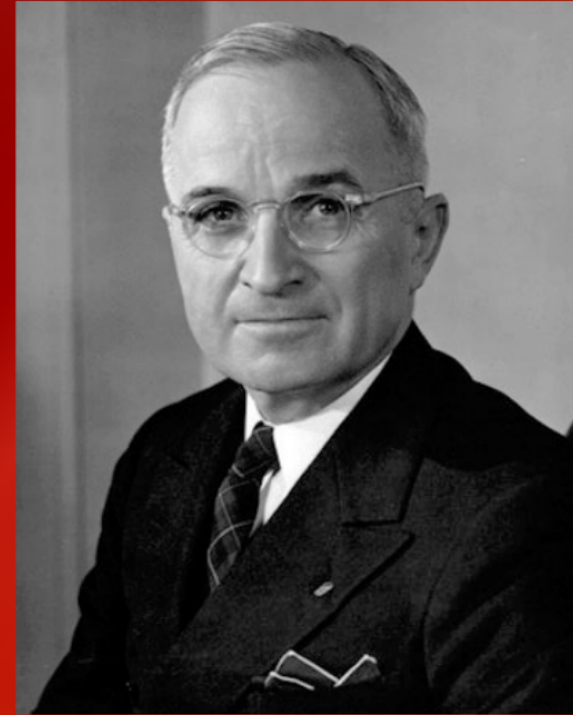
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Harry Truman

Harry Truman was Franklin Roosevelt's final vice president, and became president in April of 1945, following Roosevelt's death. He then served a second term from 1949 until 1953. One of the first notable acts of his presidency was the dropping of what he described as "the most terrible bomb in the history of the world," the atomic bombs that ended World War II. He also led the American efforts to contain communism. This included aiding the Chinese Nationalists and later the direct American involvement in Korea. He also influenced the era by supporting the UN, the civil rights movement, and the prosecution of accused communists (although he later tried to prevent these injustices, as when he vetoed the McCarran Internal Security Act) (CP)



<http://upload.wikimedia.org/wikipedia/commons/9/92/Harry-truman.jpg>

"Harry S. Truman." Wikipedia. http://en.wikipedia.org/wiki/Harry_S._Truman (accessed March 23, 2013).

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Doris Day

Doris Day was a singer whose first hit was "Sentimental Journey". However, more importantly she appeared in more than 39 films, and was ranked the biggest box office star for four years. In 1971 she began raising funds for animal rights."Doris Day - Wikipedia, the free encyclopedia." [CM]



hdwallpaperspot.com

(Wikipedia, the free encyclopedia. http://en.wikipedia.org/wiki/Doris_Day (accessed April 4, 2013).

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Red China

This refers to the People's Republic of China, the communist government established in May of 1949. Mao Zedong led the communist fighters, resuming their civil war after working with Nationalists to defend themselves against Japanese aggression. They gained public support through education and food programs, and soon defeated the disorganized and corrupt National government. This defeat was an important failure for the American policy toward communism of containment. The Truman administration was partially blamed for this advancement of communism, contributing to their willingness to use military force in Korea. The Korean War adds to the significance of 'Red China' in this era, as Chinese troops worked with the North Koreans to push the American and South Korean forces south to reconquer Seoul. This conflict made China a target of the anti-communist hysteria of the era. (CP)



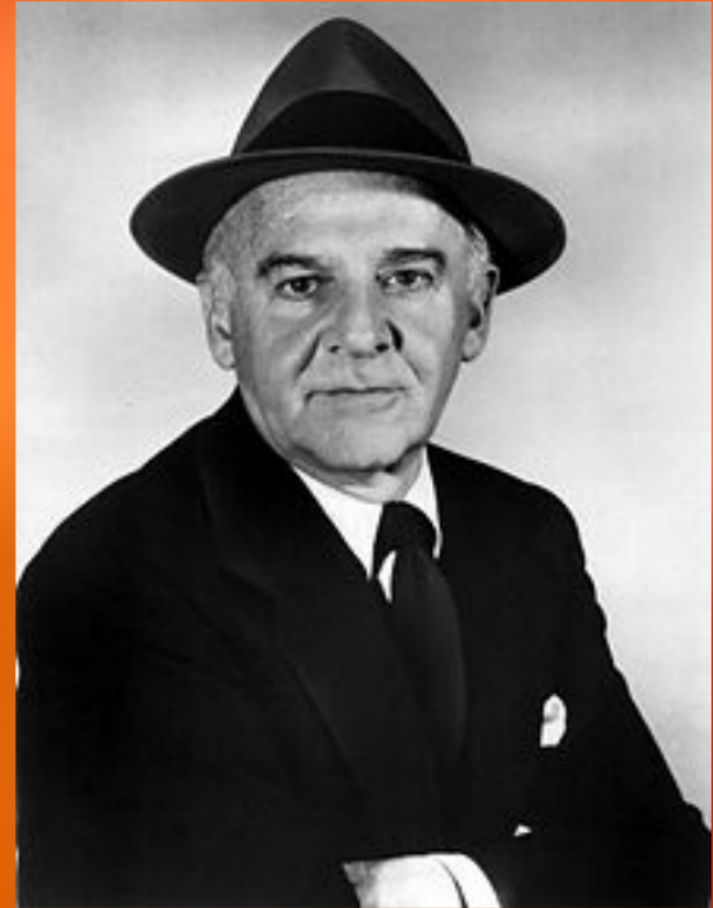
http://www.indiana.edu/~easc/publications/news/images/MaoILChinaRevolution_000.jpg

(Danzer, Gerald, Jorge Klor de Alva, Larry Krieger, Louis Wilson, and Nancy Woloch. "Chapter 18 Cold War Conflicts." In *The Americans. USA: Houghton Mifflin Harcourt*, 2013. 600-630.)

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Walter Winchell

Walter Winchell, originally a Broadway performer, made a career in gossip journalism. Author of the first syndicated column of its kind, Winchell revealed secrets and stories about powerful or famous people. Although this type of story now saturates the media, Winchell was the first of his kind, and gained surprising power. He used blackmail and favors (often a mention in his column) learn more secrets and rumours, thus gaining more clout. The damage he did to the reputations of many influential figures created fear of his power. He also changed the nature of journalism, leading many to use his same techniques. (CP)



http://upload.wikimedia.org/wikipedia/commons/thumb/8/8d/Walter_Winchell_1960.JPG/220px-Walter_Winchell_1960.JPG

"Walter Winchell." Wikipedia, the free encyclopedia. http://en.wikipedia.org/wiki/Walter_Winchell (accessed March 23, 2013).]

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Joe McCarthy

Joseph McCarthy (November 14, 1908 – May 2, 1957) was a Republican U.S. Senator from Wisconsin from 1947 until he died in 1957. He was one of the most well-known anti-Communist activists of this time. In 1950, he had earned a reputation of being an ineffective legislator and needed a winning issue to be re-elected in 1952. Thus, he took advantage of people's concerns over communism and made one unsupported accusation after another. The unfair tactic of accusing people of disloyalty without providing evidence became known as McCarthyism. His ultimate downfall came in 1954 when he made accusations against the U.S. Army. This led to a televised Senate investigation which lost him public support. The Senate condemned him for improper conduct and bringing dishonor and disrepute to the Senate. He died three years later from alcoholism.(CC)

"Joseph McCarthy - Wikipedia, the free encyclopedia." Wikipedia, the free encyclopedia. http://en.wikipedia.org/wiki/Joseph_McCarthy (accessed March 16, 2013).

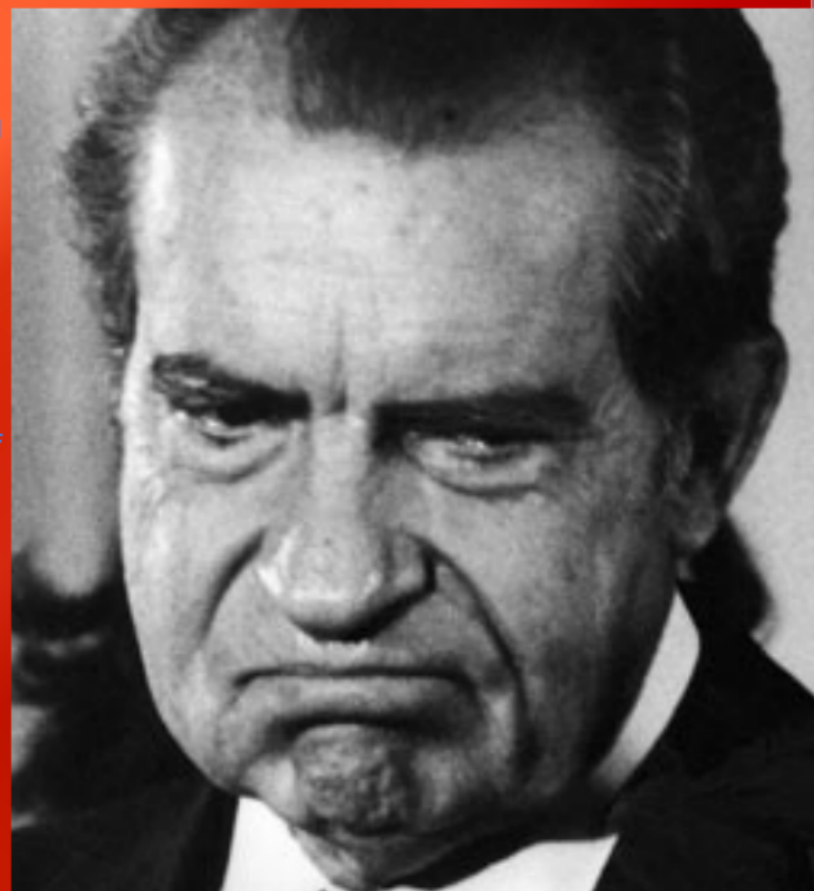


<http://www.english.illinois.edu/maps/mccarthy/j-mccarthy.jpg>

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Richard Nixon

Richard Nixon (1913 - 1994) also took part in this so-called 'red-baiting' as a young senator in 1950, but had a greater impact on American society through his later presidency and impeachment. In 1952 Nixon served as Eisenhower's running mate, overcoming accusations of corruption with charismatic speeches to win the election. Then he ran as the republican candidate in the 1960 election, narrowly losing to Kennedy. Nixon defeated Hubert Humphrey in the 1968 election, and achieved many reforms in his first term. He created the EPA, and supported affirmative action, the 1972 Equal Rights Amendment, and civil rights laws. His foreign policy included trips to Beijing and Moscow, contributing to the calming of cold war tensions. He won a second term in 1972. Even before the election, however, the Watergate scandal was revealed. A group of White House employees had placed surveillance equipment in the democratic headquarters, on Nixon's orders. When they were caught they claimed to have acted alone, but their connection to Nixon was confessed by several people within the White House. On July 27 of 1974 the House Judiciary Committee attempted to impeach Nixon on charges of abuse of power. He resigned 13 days later. Although this brought an abrupt end to a fairly successful presidency, Nixon's impeachment did show that no president was above the law. He also drew public attention to corruption in the government, revealing many stories of questionable actions by officials in the CIA, FBI, and other government offices. [CP]



<http://static.guim.co.uk/sys-images/Guardian/Pix/pictures/2009/11/5/1257422182023/Richard-Nixon-003.jpg>

Miller, James, and John M. Thompson. "Chapter 10: Cold War America." In National Geographic almanac of American history. Washington, D.C.: National Geographic, 2006. 266 - 297.

Studebaker

The Studebaker company was founded in 1852 by the five Studebaker brothers as a wagon manufacturer. By 1910 they had a thriving automobile line as well, producing both electric and gasoline cars. Over the next forty years the company gained a reputation for durability and reliability, as well as setting several popular aesthetic trends, notably with their " - Six" models. During World War II they produced some cargo trucks for the war effort, but then quickly returned to the civilian industry, jumping on the post-war market boom with the slogan "First by far with a post-war car." By 1950, however, the company was weakening, losing market share to G-M, Ford, and others despite cutting prices. A merger with the smaller Packard company failed to turn Studebaker's fate around, and their last car was manufactured on the 16th of March, 1966. The company is notable for its contribution to the style and quality of auto manufacturing, and, in Florida, for its contribution to the boom of the 1920's. During this period Studebaker and other car manufacturers expanded into Florida to provide automobiles to the new urbanized population. Studebaker built showrooms such as the one that still stands on the corner of Sixth Avenue and Fourth Street South here in St. Petersburg, now housing a United States Geological Survey research center. (CP)



<http://www.autoweek.com/galleryimage/CW/20121203/CARNEWS01/120309788/PH/1/5/1953-Studebaker-Commander-Starliner-Coupe-front-3-4.jpg>

["Studebaker." Wikipedia, the free encyclopedia. <http://en.wikipedia.org/wiki/Studebaker> (accessed March 24, 2013).]

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