



THE SIXTH FLOOR MUSEUM
AT DEALEY PLAZA

For Immediate Release

THE SIXTH FLOOR MUSEUM PRESENTS “70 YEARS OF TEXAS TELEVISION: AN EVENING WITH BOBBIE WYGANT” ON MONDAY, APRIL 22

DALLAS, TX – March 27, 2019: On Monday, April 22, Texas television legend Bobbie Wygant will be at The Sixth Floor Museum at Dealey Plaza to share insights and memories from her seven-decade career in broadcasting, including her experience broadcasting live on November 22, 1963, as news broke of the assassination of President John F. Kennedy.

The second in a series of media-related public programs, “70 Years of Texas Television: An Evening with Bobbie Wygant” is being presented in conjunction with “55 Years,” a temporary exhibit that showcases how the media portrayed President Kennedy on magazine covers from immediately after his death in 1963 through 2018.

“This program is a continued exploration of the role the media plays in shaping and shifting public perceptions of American leaders. President Kennedy’s ability to master the emerging media of television in the 1960s influenced the outcome of his election and the way he connected to, and communicated with, the American people,” said Nicola Longford, chief executive officer. “Television was regarded as a relatively new media in the 1960s, yet Bobbie Wygant already had been working as a female broadcaster for more than a decade. Her legendary career spans the entire history of TV.”

Wygant joined Fort Worth-based WBAP-TV, the first television station west of the Mississippi, in 1948 two weeks before it went on the air. The first female in the southwest to be host/producer of a general-interest television interview program, she interviewed thousands of celebrities from Bette Davis to Charley Pride to Bradley Cooper. Her popular midday program “Dateline” was live on the air when President Kennedy was assassinated.

Wygant is the author of “Talking to the Stars.” Pre-signed books will be available for purchase at the program.

Tickets to “70 Years of Texas Television: An Evening with Bobbie Wygant” are \$20 and include a reception, program, complimentary parking and a private viewing of the “55 Years” exhibit. The reception begins at 6 p.m., followed by the program at 7 p.m. Tickets are available at jfk.org.

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About Bobbie Wygant

Emmy award-winner Bobbie Wygant was the first Texas broadcaster and the sixteenth in the nation to be inducted into the prestigious Gold Circle of the National Academy of Television Arts and Sciences. When she joined WBAP-TV/Channel 5 (now KXAS-TV), she initially served a multitude of roles at the station, from being a staff writer to appearing in live commercials. But soon her talent for delivering captivating interviews with entertainers and celebrities became apparent. Known for her integrity and authenticity, she is credited by broadcasters such as Scott Pelley of CBS News' "60 Minutes" and Bob Schieffer, former host of CBS News' "Face the Nation" with setting the standards for generations of younger journalists who followed her.

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About the Museum

Mission Statement: The Sixth Floor Museum at Dealey Plaza chronicles the assassination and legacy of President John F. Kennedy; interprets the Dealey Plaza National Historic Landmark District and the John F. Kennedy Memorial Plaza; and presents contemporary culture within the context of presidential history.

Vision Statement: To be an impartial, multi-generational destination and forum for exploring the memory and effects of the events surrounding the assassination of President Kennedy, through sharing his legacy and its impact on an ever-changing global society.

Located at 411 Elm Street in downtown Dallas, the Museum is open Monday 12 p.m. to 6 p.m. and Tuesday – Sunday 10 a.m. to 6 p.m. Audio guides for the permanent exhibit are included with admission and available in eight languages, including ASL. For more information, visit jfk.org or call 214.747.6660.

Admission: \$18 Adult, \$16 Senior, \$14 Youth (children aged 5 and under are free or \$5 with audio/ASL).