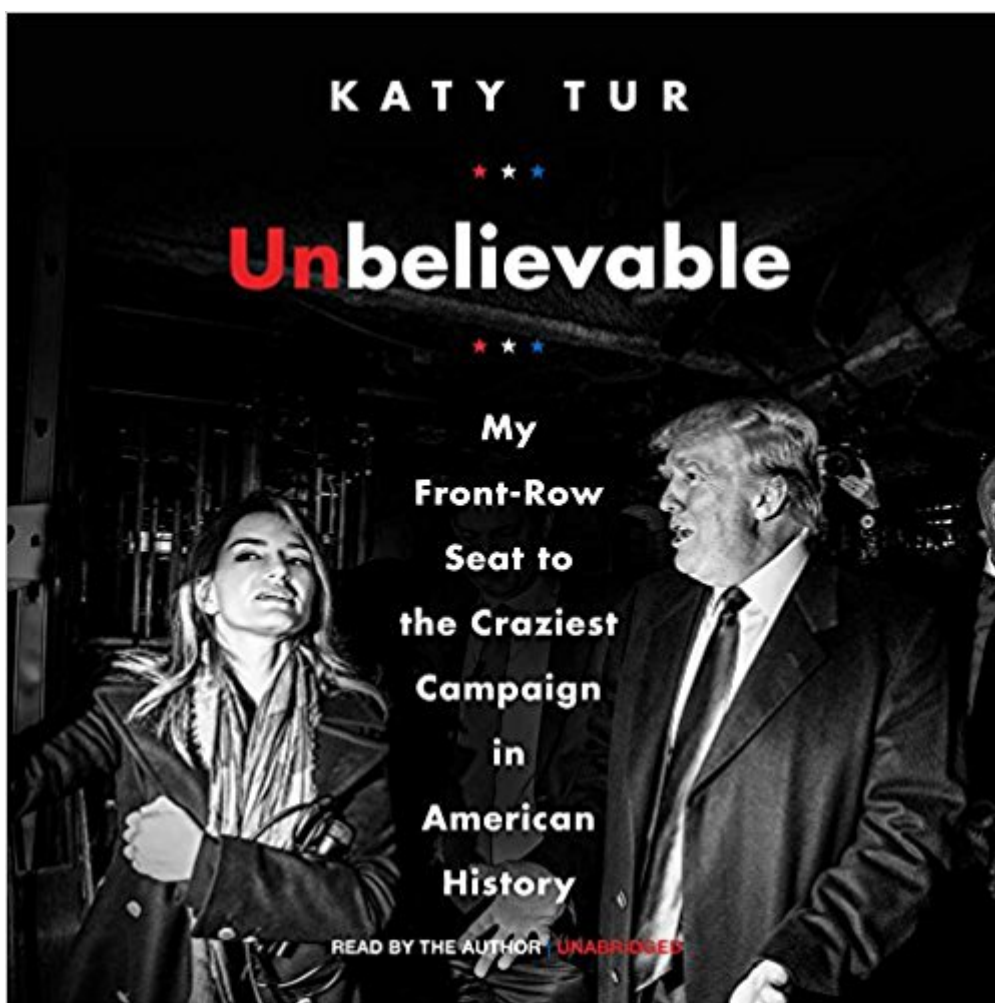


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Unbelievable: My Front-Row Seat To The Craziest Campaign In American History



Synopsis

The NBC journalist who covered -- and took fire from -- Donald Trump on the campaign trail offers an inside look at the most shocking presidential election in American history. Katy Tur was one of a select cadre of NBC reporters on the road during the grueling 2016 presidential campaign, reporting from small towns and venues across America for more than sixteen months. At the beginning of the primaries, Tur was assigned the Trump campaign -- a campaign widely considered a long shot by politicians and the media. But primary after primary, the novice outsider trumped his rivals, and won the hearts and votes of many Republicans. His appeal to working class whites, the GOP's traditional middle and upper middle class base, and conservative evangelicals took him all the way to the White House, astonishing the nation and the world. Unbelievable is Tur's inside account of being embedded with the campaign, revealing what it was like to report on the most combative and volatile major party candidate ever to run for office and win. At first, Trump tried to charm Tur into providing fawning coverage. When that didn't work, he stooped to berating and shaming her, stoking the rage of his legion of supporters -- many who threatened Tur and other penned-in reporters at his events. The vitriol reached such a fevered pitch, that following one rally during which Trump launched a personal attack against her, the Secret Service had to accompany Tur to her car. But Katy was not alone. Millions of Americans watched in disbelief as Trump ordered Tur to "be quiet" during one of his many press conferences, called her "disgraceful," "third-rate," "not nice," and "Little Katy." In response, thousands of people across the country rushed to her defense, tweeting #imwithtur. Intriguing, disturbing, and powerful, Unbelievable is an unprecedented eyewitness account of the 2016 election from an intelligent, dedicated journalist at the center of it -- a thoughtful historical record that offers eye-opening insights and details on our political process, the media, and the mercurial forty-fifth president of the United States.

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Customer Reviews

Called “Disgraceful,” “third-rate,” and “not nice” by Donald Trump, NBC News correspondent Katy Tur reported on—and took flak from—the most captivating and volatile presidential candidate in American history. Tur lived out of a suitcase for a year and a half, following Trump around the country, powered by packets of peanut butter and kept clean with dry shampoo. She visited forty states with the candidate, made more than 3,800 live television reports, and tried to endure a gazillion loops of Elton John’s “Tiny Dancer”—a Trump rally playlist staple. From day 1 to day 500, Tur documented Trump’s inconsistencies, fact-checked his falsities, and called him out on his lies. In return, Trump repeatedly singled Tur out. He tried to charm her, intimidate her, and shame her. At one point, he got a crowd so riled up against Tur, Secret Service agents had to walk her to her car. None of it worked. Facts are stubborn. So was Tur. She was part of the first women-led politics team in the history of network news. The Boys on the Bus became the Girls on the Plane. But the circus remained. Through all the long nights, wild scoops, naked chauvinism, dodgy staffers, and fevered debates, no one had a better view than Tur. Unbelievable is her darkly comic, fascinatingly bizarre, and often scary story of how America sent a former reality show host to the White House. It’s also the story of what it was like for Tur to be there as it happened, inside a no-rules world where reporters were spat on, demeaned, and discredited. Tur was a foreign correspondent who came home to her most foreign story of all. Unbelievable is a must-read for anyone who still wakes up and wonders, Is this real life? --This text refers to the Hardcover edition.

Katy Tur is a correspondent for NBC News. Her reports air across the network’s news shows, including Early Today, the Today show, NBC Nightly News, Meet the Press, WNBC-TV, MSNBC, and The Weather Channel. She lives in New York City.

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