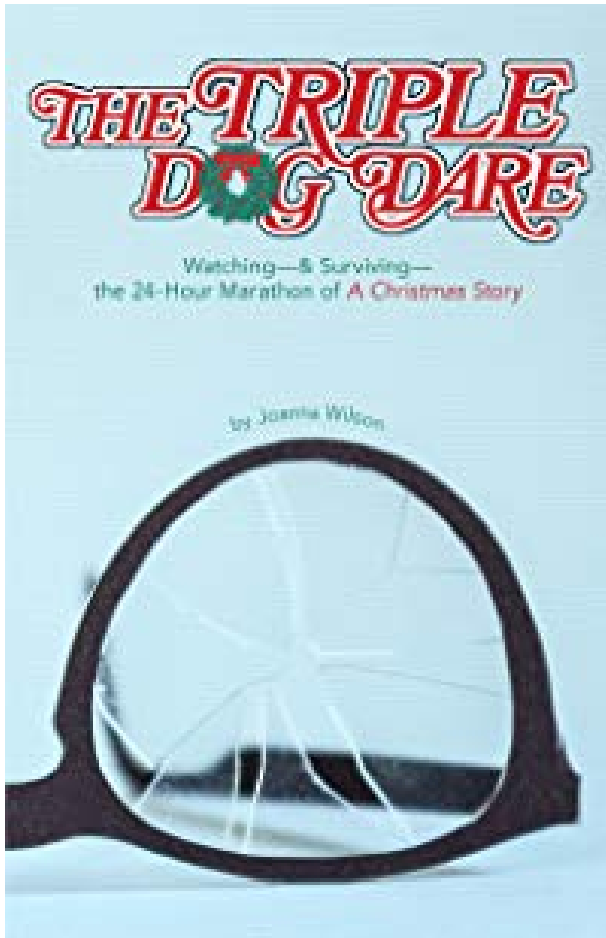


# The Triple Dog Dare: Watching—& Surviving—the 24-Hour Marathon of A Christmas Story



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<b>Language</b>	English
<b>Genre:</b>	Uncategorized
<b>Published:</b>	October 2016 by 1701 Press
<b>Goodreads Rating:</b>	5.00
<b>ISBN13:</b>	9780984269952
<b>Pages:</b>	208

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1 Woman. 1 TV. 1 Movie. 24 Hours. Every year since 1997, Turner Broadcasting has aired 24 hours of A Christmas Story from Christmas Eve through Christmas Day. The marathon has become a cultural phenomenon—many families tune in and watch the movie at least once—some watch several times. But no one watches all 24 hours, right? Christmas TV writer Joanna Wilson trains her expertise on the 24-hour marathon of A Christmas Story to find out what really happens when you watch all 12 screenings of director Bob Clark’s classic Christmas movie non-stop, commercials and all. Along the way, she discusses the traditions of Christmas on TV, the nuances of Bob Clark’s filmmaking, the ongoing appeal of the movie and its relation to the multilayered, literary storytelling of Jean Shepherd, the activities of binge-watching and hyper-viewing—and she experiences what may or may not be the first recorded case of soap poisoning.