# TABLE OF CONTENTS

Acknowledgments ix

Introduction: The Great Hidden Political Asset 1

**ACT I. A POLITICAL AWAKENING** 9

1 The Power of Broadcasting 15
2 A Business Rivalry Forms 42
3 Distinguishing Cable Television 60
4 Revenge Politics 84

**ACT II. COMING OF AGE** 107

5 The Watergate Hangover 111
6 Exploding the Cable Dial 140
7 Visions ’79 162
8 Becoming a Household Name 179

**ACT III. THE TRIUMPH OF CABLE AMERICA** 207

9 A Political Tool 213
10 Regulatory Consequences 234
11 Winning at Any Cost 255
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12 The MTV Presidency</td>
<td>275</td>
</tr>
<tr>
<td></td>
<td>Conclusion: Democracy in Cable America</td>
<td>305</td>
</tr>
<tr>
<td></td>
<td>Notes</td>
<td>313</td>
</tr>
<tr>
<td></td>
<td>Index</td>
<td>377</td>
</tr>
</tbody>
</table>
Introduction
THE GREAT HIDDEN POLITICAL ASSET

Curiosity and excitement filled the air as Washington politicos gathered on March 1, 1984, to hear about a “great hidden political asset”: cable television.¹ It was the first ever “Cable Television Political Workshop” and cable executives, operators, and lobbyists had a big message to sell to the officials, consultants, and congressional staffers they had invited that day: how broadcasting had failed democracy and how cable could save it.

Frustrated by the high cost of campaign advertisements on network television? Cable offered cheap, even free, options to have lengthy conversations with citizens. Unsatisfied with the boundaries of thirty seconds to make these television pitches? On cable, as Tom Wheeler, the president of the National Cable Television Association (NCTA), put it to the wide-eyed participants, “what you can do is only limited by your imagination.” He stressed that successful candidates needed to “throw out all the old ideas about how you use television in political campaigns.” Why? Because cable isn’t just “more TV,” he emphasized. “It is different television. It’s a different medium and the key to using it is to open up your imagination and figure out new approaches.”
The NCTA celebrated the political power of narrowcasting and targeting. Cable Americans, as market researchers called cable subscribers, consumed more goods than noncable households. They drank more wine, bought more items via mail orders, owned more video games, and used their American Express credit cards in higher volumes. They were also more politically active. Compared to noncable subscribers, they were 28 percent more likely to vote, 50 percent more likely to work on a campaign, and 69 percent more likely to donate money to a candidate or a political cause. “The population of Cable America is politically active. They are literally hard wired into their communities,” explained Richard Zackon, the vice president of the Cabletelevision Advertising Bureau (CAB). “The relationship between viewing and voting then is the answer to the question why is it politically important . . . to reach those people in Cable America.” He encouraged candidates to customize their campaigns in the mold of successful cable networks, which had smaller, but more loyal and more vocal, audiences than the national broadcasting networks that still dominated television in the early 1980s.

For three and a half hours, cable businessmen—notably not one woman or person of color spoke—expressed the logic that other entrepreneurs had learned over the course of the twentieth century: consumer capitalism thrives on the perpetual pursuit of personal pleasure. For decades, corporations had studied how to make psychological appeals to American consumers to encourage them to buy goods as a form of democratic empowerment. Now, cable leaders were pushing politicians and their staffers to bring these principles to winning elections and governing. The economic stakes for the industry went beyond just tapping into hefty campaign advertising budgets. The workshop was also a way to generate goodwill, and then votes, for legislation to deregulate the cable industry.

It worked. The workshop was one of many events organized by the cable industry to teach Washington insiders how to use a technology that had long been an outsider in politics and television. It exposed the industry’s most consequential lobbying strategy: highlighting the limits of broadcast television and lauding the civic possibilities of
cable television. Wheeler ended the workshop with a speech titled “How the Electorate Wins in the End.”5 The premise was simple: more choice, information, and access to direct conversations between candidates and the public would engage and inform voters like never before. The workshop was never about enhancing democracy, however. It was about making money and forging strategic partnerships between an industry and the elected politicians who wrote the rules in which that industry operated.

This book explores how cable television evolved into a multibillion-dollar industry by tapping into political frustrations with broadcast television and promising that choice on the television dial would fulfill the promise of American democracy. Cable television began in the late 1940s simply to bring existing broadcast signals to Americans in small rural towns and western mountain regions who were otherwise unable to get programming from the three broadcast networks that dominated the television landscape—National Broadcasting Company (NBC), Columbia Broadcasting System (CBS), and American Broadcasting Company (ABC). Over the next four decades, a combination of political and business decisions enabled the cable industry to challenge the broadcasting oligopoly rather than just expand its reach. By the 1970s, cable operators and industry lobbyists promised the public and politicians that their medium would deliver a different form of news and entertainment—one that was more authentic, accessible, and adaptable to the needs of elected officials. Distinguishing cable from broadcast television became both a business and political strategy, with the public interest frequently invoked but seldom taken seriously.

Challenging the broadcasting industry was no small feat, and the consequences of cable television’s triumph reverberate in the twenty-first century. Broadcasting—on radio and then television—had created a shared entertainment culture that erased many regional and economic divides and helped citizens to see themselves as consumers.6 Such a national identity privileged the perspective of straight, white men and became a tool to further buttress a political establishment growing more media savvy.7 Network broadcasting executives searched for programs that appealed to the masses—which they understood
to be white, middle class, and heterosexual—and built newsrooms that relied on elite men to shape conversations about public affairs. This shared culture created by broadcasting was powerful but also ideologically exclusionary and built on racial, ethnic, and gendered stereotypes, which it then perpetuated.\(^8\)

Cable television thrived by promising to bring diversity and new perspectives into American politics and culture and to tear down the gatekeepers of network broadcasting with market forces. Even as cable companies became more consolidated, programming on the medium remained decentralized compared to the film and broadcast industries, ultimately emerging as a vehicle for anti-establishment political forces. Cable news programs called out the elitism of network news and eagerly challenged and disrupted mainstream institutions and journalistic practices. Eschewing the half-hour evening news program narrated by the likes of Walter Cronkite, cable networks like C-SPAN offered an unfiltered view of the House of Representatives, whose empty chamber was used by figures like Newt Gingrich (R-GA) and Robert Walker (R-PA) to build a small but outspoken conservative audience. Lengthy cable talk shows allowed presidential candidates to evade the Washington press corps and talk directly to narrow segments of the population about the very issues polls showed audiences cared about, whether specific policies or music interests.

Such programs took on a feeling of authenticity because they differed so dramatically from the curated network news programs. And yet, they simply introduced a different political filter, one that often entertained rather than informed viewers and overwhelmingly did so by stressing divisions rather than finding common ground.\(^9\)

Cable promised to empower people, politicians, and perspectives not included in network broadcasting. And it did. It seduced political leaders, who saw television as central to winning elections and governing and wanted more media access than network television would provide. It mobilized a public willing to pay for newer and better television. It encouraged a different approach to television that made citizens and politicians rely on the marketplace to interact
with one another, ultimately making political success dependent on generating good ratings, not necessarily crafting effective policy.

The history of cable television does reveal how a more accessible and expansive medium can bring new voices to political conversations and stimulate civic engagement. That’s certainly what happened in 1972 as ordinary citizens creatively produced their own election night coverage of local city council races on public access channels using “roving reporters” donning portapaks to interview candidates and analyze voting patterns. Two decades later, MTV lauded how its “Choose or Lose” initiative registered thousands of young voters. But such efforts were always about advancing the bottom line of a highly regulated industry looking to demonstrate to elected officials why they should encourage, rather than limit, the growth of cable television.

The development of cable television—from its political awakening in the 1960s to its dominance in the 1990s—exposes the ways in which American political institutions and values are deeply intertwined with media industries. This has always been the case. During the early republic, concerns about the circulation of misinformation through pamphlets and the printing press proliferated, even motivating legislators to pass the Sedition Act of 1798, which prohibited “false, scandalous and malicious writing or writings against the government of the United States.” The law exposed the deep concern about public opinion, which the founding generation saw as playing an important, but perpetually flawed, role in American government. Elected officials needed to communicate with their constituents and represent their interests, but what tools should they use to do those jobs?

Twentieth-century technological developments—notably motion pictures, radio, and then television—brought new opportunities for political leaders to sell ideas to voters and build national constituencies. Yet, access to this audience involved establishing and sustaining a particular corporate structure upheld by federal government regulations to serve the public interest. Over the course of four decades, cable television fundamentally challenged
and changed this arrangement. As cable knocked down the hierarchies and rules embedded in the broadcasting era, it helped to create a privatized public sphere where notions of “efficiency” and “consumer choice” reigned supreme, and earlier expectations that corporations had a civic responsibility increasingly faded. Regulators, elected officials, and millions of Americans became convinced that a deregulated media marketplace could advance democracy, and as the CAB understood with the slogan that it promoted during the 1984 workshop “E = MC2,” effectiveness equaled more cable.16

As a result, the politicians who once looked down on the industry during the 1960s had their media consultants studying it during the 1980s, and over the next decade, they eagerly accepted invitations to appear on new cable channels like CNN, C-SPAN, Comedy Central, and even Nickelodeon. Ignoring criticism that MTV News contributed to the “junkification” of American life, Bill Clinton used the cable channel’s new foray into presidential politics to talk about student loan policies on the campaign trail in 1992, and yes, even his underwear choice during a presidential town hall two years later.17 Others bought advertisements on ESPN, invited C-SPAN cameras to their congressional offices for interviews, and held electronic town halls.

Not only did cable television furnish the tools to build new types of electronic coalitions, its expansion also built faith in and loyalty to the idea of the free market itself.18 Cable operators promised to deliver programming that would educate and empower individuals by expanding media choice. They did, but such programs prioritized keeping viewers’ attention rather than informing citizens. In the end, more Americans became engrossed in watching sports and movies and ignored politics altogether, ultimately affording an outsized role for more extreme voices to shape the political process.19

Donald Trump’s divisive presidency was a culmination of the shifting media culture propelled by cable television and a consequence of this bipartisan embrace of the marketplace as the arbitrator of democracy.20 Trump launched his political career by appearing on Fox News and using his celebrity status created on a reality television program, a programming style that the cable dial
first revealed could be profitable.\textsuperscript{21} His obsession with ratings and his disregard for democratic institutions has exposed a fundamental conflict at the heart of modern American politics.\textsuperscript{22} The information age has ushered in a decentralized and open public sphere, but one driven by performative politics and the constant search to exploit new media to gain personal power. How the latter impulses were baked into the former is the story of this book.

In the twenty-first century, it is easy to lament how this multi-channel medium has contributed to corporate consolidation, partisan polarization, voter apathy, and media excess.\textsuperscript{23} But this was not preordained. As John M. Culkin, a colleague of famed media scholar Marshall McLuhan, once observed about new media technology, “We shape our tools and, thereafter, they shape us.”\textsuperscript{24} For decades, federal regulators, elected officials, and entrepreneurs engaged in a debate over how to structure television as a political institution. Our current political and media landscapes reflect their experimentations, compromises, and ultimate adherence to a belief that consumer choice could fuel democracy, ignoring the ways in which it could also sow the seeds for its upheaval.\textsuperscript{25}

The rise of Cable America is also a legislative story full of strange bedfellows and unanticipated consequences. When a young Democratic representative from Colorado, Timothy Wirth, came to Congress in 1974 on the heels of Watergate, he certainly didn’t envision working with the conservative senator from Arizona, Barry Goldwater, to deliver cable legislation that would put him at odds with his fellow “New Democrat” from Tennessee, Albert Gore Jr. Wirth even sided with President George H. W. Bush on the issue in the fall of 1992—as he helped to run the Clinton-Gore campaign. When Democratic Chief Deputy Whip William Alexander launched a congres-sional experiment to connect to local news outlets through C-SPAN, he did not anticipate that members on the conservative fringe of the Republican Party would use these same tactics to undermine the credibility of Democratic Speaker of the House Thomas “Tip” O’Neill. Such instances show the limits of seeing ideological battles between liberalism and conservatism as driving changes in recent American political history.\textsuperscript{26} For elected officials, constituent pressures
and self-interest frequently determined their legislative decisions, particularly when it came down to how to structure media institutions that they increasingly saw as central to political power.

That’s why Richard Nixon—a man obsessed with media politics—played such a central role in shaping the trajectory of cable television. The 37th president viewed the medium as a political weapon to undermine the political, economic, and social authority of television networks he felt were biased and out to get him. Cable could also provide embattled political leaders like himself more control over media messaging. Even as he retreated to Southern California in disgrace, such ideas resonated with politicians across the political aisle, something savvy cable operators recognized as they worked to ingratiate the industry into operations of government and campaigns. For the next two decades, the industry celebrated narrowcasting, targeting, and the ability of the market to deliver civic goods and services, and politicians and the public alike bought into that promise. Cable television’s political triumph by the end of the twentieth century deepened the connection between democracy and the marketplace, ultimately creating the segmented, sensationalized, and privatized public sphere that exists today.

In 1958, prominent newscaster Edward R. Murrow famously feared a future in which public affairs became shaped by “an incompatible combination of show business, advertising and news.” Less than four decades later, cable television made that world a reality. Cable pioneers didn’t set out to transform American democracy. But they did, unleashing a media-driven battle for ratings that has now overtaken the political process. This is the story of how citizens learned to vote with their remote, with stark consequences for American politics.
INDEX

Italic pages refer to figures or tables

ABC News, 187, 276
Abzug, Bella, 185
ACLU, 80, 237
Acone, Tony, 113–14
activism: Black media, 174–75; Cable News Network (CNN) and, 185–86, 281; conservative, 197–98; C-SPAN and, 193, 201; democracy and, 308; differentiating cable and, 73–80; feminism and, 78, 128, 185; GCN and, 196; Guerrilla TV and, 81; King and, 75–76; Lamb and, 107, 196; LGBTQ, 196; MTV and, 285; Nader and, 185; New Right, 257; political tools and, 107, 109, 118, 124, 128, 231; power of broadcasting and, 20; regulation and, 237–38, 241; revenge politics and, 91, 95–96; strategy and, 257; Subscription TV (STV) and, 55, 57–58; Tiananmen Square and, 278; Vietnam War and, 78, 107, 119, 308; violence against, 75
actualities, 227–31,
Adler, William, 71–72
Advance Cable, 174
advertising: attack ads, 256–66, 282–83; audience baiting and, 21–22; Cable News Network (CNN) and, 178, 190, 204–5; Cable Television Political Workshop and, 1–3; Cable television Advertising Bureau and, 159; Citizens Committee for Free TV and, 52; C-SPAN and, 191–92; democracy and, 306; demographic middle and, 145; free television campaign and, 44, 52–53; gender and, 145; growth and, 141–42, 145, 149, 153, 156, 158–59, 343n30; Johnson and, 52; LGBTQ programming and, 196; MTV and, 275–80, 291, 293, 297, 299; Murrow on, 8; National Broadcasting Company (NBC) and, 45–47; National Cable Television Association (NCTA) and, 69, 278; National Cable Week and, 69; political tools and, 6, 115, 121, 178, 216, 230; power of broadcasting and, 19–22, 26, 32, 38, 40; Reagan and, 208; revenge politics and, 86–91, 95–98; revenue from, 10–11, 48; strategy and, 256–66, 274; tobacco, 21, 182; V-chip and, 300; Weaver and, 45–48, 53, 91; Wheeler on, 1–2
Advisory Task Force on CATV and Telecommunications, 81–83
Afghanistan, 178
Agnew, Spiro, 87–91, 100, 123
AIDS, 196, 291
Ailes, Roger, 375n2; attack ads and, 259–66, 282–83; Bush and, 87, 259, 264, 306; Fox News and, 76, 305–8, 314n23; GOP TV and, 306; The Mike Douglas Show and, 87; Murdoch and, 305–6; Nixon and, 306; viewer passivity and, 306
Albin, Fran, 260
Alexander, William, 7, 218–21, 222
Alfred P. Sloan Foundation, 95
Ali, Muhammad, 142
All-Channel Receiver Act of 1962, 77
Allen, Ed, 192
All in the Family (TV show), 91, 104, 116
America Cup Race, 178
American Broadcasting Company (ABC): activists and, 107; antitrust lawsuit against, 91–92; Cable News Network (CNN) and, 187–88, 202, 276; Clinton and, 290; competition and, 48, 187, 290; news and, 20, 107, 110, 178, 185, 187–88, 202, 276, 290; Open Skies and, 93–94, 139, 143; political tools and, 3, 12; power of broadcasting and, 20, 37; profit and, 186; ratings and, 187; Shaw and, 185; Soren and, 276; sports and, 187, Watson and, 178
American Express, 2, 151, 176, 234, 239, 241, 275
Americans for Democratic Action (ADA), 53, 80
American Telephone and Telegraph Company (AT&T) 243; anti-trust issues and, 361n4; Bell System and, 18, 37, 68, 92, 133, 166; cable companies using poles of, 10, 12, 36–37, 47, 133, 143; Carter and, 165–66; Empire City and, 82; monopoly breakup of, 18–19, 166, 361n4; Open Skies and, 93–94; Parsons and, 23; Telecommunications Inc. and, 303
American Television Alternative, 167
American Television and Communications Corporation (ATC): Carter and, 176; political tools and, 133; regulation and, 236, 237, 240, 246–47
Amos ’n Andy (TV show), 19
amplifiers, 9, II, 24, Amusing Ourselves to Death (Postman), 311
Andersson, John, 137, 186
Andrews, Edmund, 287
Anstrom, Decker, 301
antennas, 34; CATV and, 9–12, 16, 23–24, 43–45, 49, 56–59, 63–73, 79, 81, 129–30, 164–65, 236, 317, 39138; competition and, 49, 56–57; early use of, 9; growth and, 62; hotels and, 9, 23; Johnson television station and, 35; passive, 12, 65, 79, 97
antitrust issues: AT&T and, 361n4; Cable News Network (CNN) and, 188; competition and, 50–52; Department of Justice and, 11; Ford and, 64; Group W and, 188; Jerrold Electronics and, 50; political tools and, 125; regulation and, 64–65, 236, 238, 252; revenge politics and, 91, 99; Subscription TV (STV) and, 51–52; Turner and, 188
Arledge, Roone, 187
Arlington Cable Partners, 138
Armstrong, Richard, 231–32, 265–66
Arnett, Peter, 279
Arsenio Hall Show, The, 282, 290
Ashmore, Harry, 90
Asian Americans, 238
Aspen Institute, 102
Atari Democrats, 234, 254
Atlanta Braves, 141, 178, 191
Atlantic Cable Show, 246
attack ads: Ailes and, 259–66, 282–83; strategy and, 256–66, 282–83
Atwood, Lee, 259
Außerheide, Patricia, 302
Austin, TX: Ford and, 65; Johnson and, 32–40; Time Mirror and, 176
Ad Rose, 276
Baker, Russell, 54
Baldwin, James, 77–78
Baltimore Sun, 309
Banani (TV show), 159
Baraff, Jay, 87
“BCTV: Bill Clinton TV,” 282
Beastie Boys, 276
Begala, Paul E., 282
Belding, Don, 52
Bell System, 18, 37, 68, 133, 166
Bell Telephone Laboratories, 92
Bentsen, Lloyd, 268
Berlin, Irving, 140
Berlin Wall, 278
Besen, Stanley, 124, 127
“Best Little Soap Opera on Cable,” 220
Better Business Bureau, 52
bias: campaign finance loopholes and, 257–58; conservative, 76, 91, 285, 341n23; differentiating cable and, 75–76; discrimination and, 19, 58, 67, 75, 78, 81; echo chambers and, 309, 341n23; liberal, 76, 86, 91, 112, 285, 306–9; MTV and, 285; Murdoch and, 306; Nixon and, 8; political tools and, 137; power of broadcasting and, 57; prejudice, 94; revenge politics and, 84–86, 89–91, 100–102; segregation and, 75–77, 132, 238; stereotypes and, 4, 19; Turner and, 156
“big tent” politics, 232
“Bill Clinton: Your Future, His Plan” (town hall meeting), 293
Billock, John, 145
Black Americans: activism and, 174–75; Advance Cable and, 174; Anderson and, 343n30; Black Entertainment Television (BET) and, 180, 250; Black Power and, 203; Carter and, 171–76; Dellums, 137; differentiating cable and, 75–76; financial industry and, 175; Greer, 236–37, 247, 343n30; Guerrilla TV and, 81; Home Box Office (HBO) and, 148–49, 173, 343n30; Horton, 256, 259–60, 266; Johnson, 148–49, 171–76; market for, 173; MTV and, 283, 285, 291, 302; multiculturalism and, 148; NAACP and, 237; National Negro Congress and, 19; newspapers and, 173; Obama, 309; power of broadcasting and,
INDEX 379

26; profit and, 174, 176; public access and, 180; segregation and, 75–77, 132, 238; Small Business Administration and, 171–72, 175; Subscription TV (STV) and, 53
Black Entertainment Television (BET), 180, 250

cable Black Entertainment Television (BET), 180, 250
blackout, 37–38, 65
Black Power, 203
Blomerth, Alex, 198
Blue Skies, 74, 79, 109
“Blue Sky through a Green Filter” (Kahn), 141
Blumenthal, Joel, 201
Bogart, Humphrey, 15
Born on the Fourth of July (film), 119
Boston Globe, 215
Bowie, David, 275
Braden, Tom, 186
Bresnan, William, 153
blackouts, 37–38, 65
bribery, 25, 111, 140, 240
Brinkley, David, 60
“Broadcasting Industry Profits” (memo), 127
Broadcasting (magazine), 32, 50, 56, 95, 127, 169
Brokaw, Tom, 296
Brown, Jerry, 277
Brown, Les, 21, 108
Buckley Jr., William, 54, 77–78, 186
Bundy, Harry, 285
Bush, Barbara, 285
Byrd, Robert, 226
Cabinet Committee on Cable Communications, 97, 101, 125
Cable Americans, 2, 7, 145, 151, 249, 257

Cable Communications Policy Act (S.66), 243, 250–51, 278
Cable Guy, The (film), 301
CableLabs, 303
Cableland, 270, 270–71
Cable News Network (CNN): activism and, 185–86, 281; advertising and, 178, 190, 204–5; American Broadcasting Company (ABC) and, 187–88, 202, 276; anti-trust issues and, 188; Carter and, 186, 189; Clinton and, 281, 283, 289; CNN2 and, 190–91; CNN-I and, 278–79; Columbia Broadcasting System (CBS) and, 184–88, 191, 202; competition and, 187–91; conservatism and, 186; credibility and, 158; democracy and, 281; deregulation and, 199; Dukakis and, 261; entertainment and, 180, 186–87, 204; Federal Communications Commission (FCC) and, 187, 189, 199, 203; Goldwater and, 186; Gore and, 272, 288–89; growth of, 199–203, 278–79; impact of, 160–61, 186–87, 203–6, 278–79, 314n23; journalists and, 178, 181–83, 186, 279, 281, 283, 295; launching of, 156–57; legal issues and, 20, 202; liberal and, 186; markets and, 180, 187–91, 204; National Broadcasting Company (NBC) and, 191, 202, 276; National Cable Television Association (NCTA) and, 157–58, 188; newspapers and, 205; political commentary and, 186; profit and, 186, 191; radio and, 186, 189, 205; ratings and, 186–87, 191; Reagan and, 186, 204; Republicans and, 203–5; satellites and, 19, 187–88; Schonfeld and, 156, 185; SNC and, 181, 188–91; sports and, 186–87, 189; Turner and, 156–58, 177–78, 181–91, 203–4, 210, 261, 278, 314n23; Wheeler and, 157–58; “You Give Us 18 Minutes, We’ll Give You the World,” 189; youth market and, 295
Cable Television Political Workshop, 1–3
Cable Telecommunications Act (S.2172), 242–43
Cabletelevision Advertising Bureau (CAB), 2, 6, 145, 159
Cable Television Consumer Protection and Competition Act of 1992 (S.12), 272–73, 286–89
Cable Television Information Center, 239
Cable Television Public Affairs Association (CTPAA), 279–80

For general queries, contact webmaster@press.princeton.edu
Index

Cablevision (magazine), 138, 158; Cable News Network (CNN) and, 185; Carter and, 163, 167, 171, 175–77; C-SPAN and, 192, 198, 204; Leddy and, 278, 297, 301; MTV and, 280, 291, 297; political tools and, 231; regulation and, 236, 238, 241; revenge politics and, 104; strategy and, 266, 274
Caldwell, David, 207–8, 211, 306
California Crusade for Free TV, 51
California Federation of Women's Clubs, 52
Call and Post (newspaper), 173
Camel News Caravan (TV show), 21, 71
Campbell, John, 36–40
Campbell Playhouse, The, 21
CamScam, 222–26
Cannon, Jim, 131
Canterbury Cablevision Corporation, 174
Capital Cable Company, 35–39
Capitalism and Freedom (Friedman), 66
Carlisle, William, 56
Carlson, Tucker, 309
Carnegie Foundation, 78
Carrey, Jim, 301
Carter, Jimmy: Black Americans and, 171–76; Cable News Network (CNN) and, 186, 189; “CATV Coordinator” and, 164–65; civil rights and, 172, 175; Columbia Broadcasting System (CBS) and, 167; competition and, 166–70, 174, 178; consumers and, 169, 173–74; A Conversation with Jimmy Carter, 163; crisis of confidence and, 150; C-SPAN and, 184, 200; Democrats and, 163, 165, 169, 173; deregulation and, 161, 163, 168, 173–77; Dowden and, 164–65, 177; “Electronic Town Hall” and, 165; Federal Communications Commission (FCC) and, 163–71, 174–76; Ferris and, 168–71, 175–76; Ford and, 163, 165, 171; Jagoda and, 166–67; Lamb and, 165; legal issues and, 166, 169–70; lobbyists and, 177; markets and, 173, 176; Mondale and, 166, 204; monopolies and, 166–67; National Broadcasting Company (NBC) and, 167; National Cable Television Association (NCTA) and, 164; news and, 165–69, 173, 177–78; newspapers and, 165; Office of Telecommunications Policy (OTP) and, 104, 163, 166–68; O’Neill and, 163, 169; ownership and, 171–76; public affairs and, 167; racism and, 173; radio and, 167, 169, 171–72; Reagan and, 150, 176, 178, 184; regulation and, 163, 166–77; Reinsch and, 164; SALT Treaty and, 165; satellites and, 163, 165, 170; strategy and, 183–84; telephone companies and, 166–69; Turner and, 177–78; White Americans and, 171; Whitehead and, 166–68
Carville, James, 282
Cater, Douglass, 30
CATV: Carter and, 164–65; Community Service Committee and, 72; competition and, 43–45, 49–50, 56–59; Daniels and, 11–13, 63; differentiating cable and, 63–73, 79, 81; First Report and Order on CATV and, 65; growth of, 9–12; Minow and, 10, 16, 317n5; Parsons and, 22–23, 24, 74; political tools and, 129–30; power of broadcasting and, 16, 23–24, 317n5, 319n38; regulation and, 236; Second Report and Order on CATV, 66–67; small towns and, 9–10
CATV Weekly (magazine), 44, 129, 130
CBS News, 90, 187
celebrity anchors, 185, 296
Chevrolet, 189
Chicago Tribune, 265
Chippazzi, Joyce, 194–95
“Choose or Lose” (MTV), 5, 274–77, 280, 284, 289–91
Christian Broadcasting Network (CBN), 180, 181, 198, 259
Citizens Committee for Free TV, 52, 54, 57
civil rights: Carter and, 172, 175; Democrats and, 132, 172, 259; Eisenhower and, 26; Ferris and, 169; Johnson and, 132; mergers and, 251; political tools and, 128; power of broadcasting and, 75–77
Civil Rights Act, 169
class: elitism and, 4 (see also elitism); market segmentation and, 313n9; middle, 4, 145, 216, 275, 283, 288; working, 168, 288
Clews, Carter, 228–31
Clinton, Bill: American Broadcasting Company (ABC) and, 290; audience connection of, 290, 294; Cable News Network (CNN) and, 281, 283, 289; Cable Television Consumer Protection and Competition Act of 1992 (S.12) and, 288–89; C-SPAN and, 283, 306; entertainment and, 282–83, 288, 290, 292, 295, 299; Fox News and, 308–9; Gingrich and, 294, 306; Gore and, 7, 273–74, 283, 288–91, 298–301; journalists and, 290, 293, 295; Larry King Live and, 288; Malone and, 301; MTV and, 6, 274, 283–85, 290–98,
INDEX 381

306, 372n78; National Broadcasting Company (NBC) and, 293; National Cable Television Association (NCTA) and, 301; news and, 281–82, 284, 288, 290, 308; political tools and, 231; racism and, 283, 291; regulation and, 288–89, 300–301; Rock’n’Roll Inaugural Ball and, 291; satellite technology and, 282; scandal and, 282, 292, 308; Soren and, 283–84, 293–95; Stephanopoulos and, 292; strategy and, 231, 273–74, 298–99; talk shows and, 281–82, 288, 292–93; Telecommunications Act of 1996 and, 298, 300–302; Turner and, 274; Vietnam War and, 282; War Room of, 282; Wirth and, 7, 273–74

Close-Up Foundation, 155–56

Cold War, 17, 44, 118

Cole, John P., Jr., 38

Collect Satellite Network, 261

Colson, Charles, 89–92, 98–99,

Columbia Broadcasting System (CBS): antitrust lawsuit against, 91–92; Cable News Network (CNN) and, 184–88, 191, 202; Carter and, 167; competition and, 47–48, 56, 87–91, 181, 202; Greenfield and, 184; Jagoda and, 167; Leonard and, 187; Minow and, 16, 90, 317n5; news and, 25, 47, 90, 110, 178, 184–87, 191, 202; Open Skies and, 93–94, 139, 143; political tools and, 3, 12, 113, 120, 126; power of broadcasting and, 16, 22, 25, 27, 37; ratings and, 47, 187; revenge politics and, 87, 90–91; Schorr and, 178; Shakespeare and, 87; Shaw and, 185; Stanton and, 16, 48; Taylor and, 126–28; Viacom and, 91, 125, 241, 268, 275,

Columbia Cable, 247

Columbia Journalism School, 166–67

Columbus Alive (TV show), 150

Comcast, 301–2

Comedy Central, 6, 210, 294–95, 297

commercialism, 17–19, 47, 235, 299

Commission on Cable Communications, 95

Commission on Educational TV, 78

Communications Act of 1934, 33, 67,125, 298–299

Communications Decency Act, 300

communism, 17, 30, 218, 278

competition: Ailes and, 305–6; American Broadcasting Company (ABC) and, 48, 187–88, 202, 276, 290; antennas and, 49, 56–57; anti-trust issues and, 50–52; bias and, 57; Cable News Network (CNN) and, 187–91, 202, 276; Cable Telecommunications Act and, 242; Cable Television Consumer Protection and Competition Act of 1992 (S.12) and, 272–73, 286–87; Carter and, 166–70, 174, 178; CATV and, 43–45, 49–50, 56–59, 129–30; Columbia Broadcasting System (CBS) and, 47–48, 56, 87–91, 181, 184–85, 191, 202; conglomerates and, 176, 307; conservatism and, 54, 324n52; C-SPAN and, 193, 195, 204; democracy and, 48; differentiating cable and, 66–67, 77, 82; empowerment and, 43; entertainment and, 48, 50–54; Fairness Doctrine of 1949 and, 20–21, 55, 76, 199, 210, 218, 256, 318n23, 357n22; franchise wars and, 239, 246, 249; free television and, 44, 48, 51–57; growth and, 145; legal issues and, 47, 51–52, 58–59; liberalism and, 53–54; lobbyists and, 44, 55, 58–59; marketplace, 35–36, 45, 49–53, 58, 66–67, 85, 93, 101–2, 145, 187–88, 191, 236, 253, 256; mergers and, 32 (see also mergers); Minow and, 53; monopolies and, 18–20 (see also monopolies); Murdoch and, 305–6; National Association of Broadcasters (NAB) and, 56–57; National Broadcasting Company (NBC) and, 42–48, 51, 187–88, 191, 197, 202, 290, 293, 295–96; New Deal and, 54; news and, 46–48, 51–55; newspapers and, 52, 55; pay television and, 41, 43–59; political awakening and, 11, 40, 48–51, 56–57, 72, 82, 102; political tools and, 111, 117, 125–27, 134–35, 138, 221; power of broadcasting and, 20, 33, 35–38, 41; profit and, 53; Proposition 15 and, 63; public affairs and, 48, 54; radio and, 44, 48, 52, 55, 186, 189, 193, 197; regulation and, 45, 53–57, 237–39, 246, 253, 287; revenge politics and, 85–86, 93–101, 104; signal scrambling and, 247–48; strategy and, 256, 272; Subscription TV (STV) and, 42, 45, 51–59; Telecommunications Act of 1996 and, 238, 277, 298, 300, 302, 307; telephone companies and, 10, 12, 36–37, 40, 47, 68, 278, 300, 303; theaters and, 43–44, 50–52, 58–59; Turner and, 178, 187–91; TV Cable and, 37–38; Weaver and, 42–58

computers: Federal Communications Commission (FCC) and, 166; Gore and, 248, 298; impact of, 109, 145; mailing lists and, 154; Malone and, 249; MSNBC and, 296; Perot and, 28

For general queries, contact webmaster@press.princeton.edu
Conference Roundtable program, 228–29, 233
Conglomerates, 176, 307
Congressional Record, 39, 194
Congressional Report (TV show), 113
Congressional Research Service, 219
Connor, Eugene “Bull,” 75–76
Conroy, Benjamin J., Jr., 68
Conservatism: activism and, 197–98; bias and, 76, 91, 285, 314n23; Cable News Network (CNN) and, 186; competition and, 54, 324n52; C-SPAN and, 202, 209, 294, 358n31; differentiating cable and, 66, 76–78; echo chambers and, 314n23; Fox News and, 306–8; free enterprise and, 324n52; gender and, 197; Gingrich and, 4, 213, 223–24, 232, 285, 294–95; Goldwater and, 7, 66, 186, 209, 235, 243; MTV and, 285–86, 295; New Right, 257; political tools and, 4, 7, 117, 138, 209, 213–14, 220, 223–24, 232, 360n89; power of broadcasting and, 19–20, 26, 318n24; regulation and, 235, 243, 244–50, 253; revenge politics and, 91, 97, 100; strategy and, 256–59, 266
Consortium, 1, 6, 52, 55, 58, 203, 213, 216, 231, 239, 257, 259, 265–266, 279
Consumers: Aufderheide on, 302; baiting of, 21–22 (see also advertising); Bush and, 287; Cable Television Consumer Protection and Competition Act of 1992 (S.12) and, 272–73, 286–87; capitalism and, 2; Carter and, 169, 173–74; choice and, 6–7, 128, 300, 303–4; C-SPAN and, 192; demand and, 41, 54, 152, 236, 248, 256, 265, 277, 290, 295; democracy and, 6–7, 277, 303; differentiating cable and, 80, 83; echo chambers and, 309, 314n23; Gore and, 299; growth and, 142, 145, 149–52, 159; identity and, 3; Johnson and, 173, 300; Malone on, 303–4; MTV and, 290, 295; Nader and, 185; political tools and, 126–28, 133, 215; power of broadcasting and, 21, 23, 27, 38, 41; psychology and, 2; race and, 173; regulation and, 236, 242, 244–50, 253; revenge politics and, 85, 93, 102; strategy and, 108, 145, 152, 247, 256, 265–66, 271–72; Subscription TV (STV) and, 54
Conversation with Jimmy Carter, A (teleconference), 163
Conway, Kellyanne, 295
Cooke, Alistair, 54
Copyright: Ford and, 129; Fortnightly Corp. v. United Artists Television, 79; legal issues and, 79, 97, 103, 108, 110, 129, 135–36; piracy and, 52; revenge politics and, 97, 103; royalties and, 103, 135
Copyright Act, 103, 110, 135
Copyright Royal Tribunal, 135
Corporation for Public Broadcasting (CPB), 78
Cottone, Debra, 280
Coughlin, Charles, 20
Couric, Katie, 296
COVID-19, 309
Cox, James, Jr., 60, 62
Cox, James, Sr., 61–62
Cox, Kenneth, 103
Cox Broadcasting, 15, 60–62, 164
Cox Cable, 71, 164, 189
Cox Communications, 241, 302
Crier, Catherine, 283
Cronkite, Walter: Carter and, 177; news and, 29, 90, 118, 154, 177, 204, 283, 303–4; Kennedy and, 29; Nixon and, 90
Crossfire (TV show), 186
Crosswhite, James, 194
Crowley, Candy, 288
C-SPAN, 142; activism and, 193, 201; advertising and, 191–92; Allen and, 192; as “America’s Network,” 192–93, 201; business model of, 152–54; CamScam and, 222–26; Carter and, 184, 200; Clinton and, 283, 306; Close-Up Foundation and, 155–56; competition and, 193, 195, 204; conservatism and, 202, 209, 294; consumers and, 192; credibility and, 158; democracy and, 193; Democrats and, 7, 192–94, 199, 201, 203, 220; deregulation and, 196, 199; Dukakis and, 264; Federal Communications Commission (FCC) and, 199, 203; Gingrich and, 4, 138–39, 220, 222, 224–26, 233, 294, 306, 308; Gore and, 179, 249, 271–72; growth of, 199–200; Hindrey and, 307; House of Representatives and, 4; impact of, 160–61, 179–80, 193, 95, 200–202; journalists and, 184, 193, 195, 200–202, 224; Lamb and, 107, 109, 139, 153–55, 158, 182–84, 191, 193, 196–205, 224, 289; legal issues and, 20; markets and, 192, 195, 294, 297; narrowcasting and, 184–85; National Cable Television Association (NCTA) and, 157–58, 195; news and, 179–85, 191–204; newspapers and, 153, 192, 225; O’Neill and, 138–39, 163, 179, 193, 217, 224–26; philosophy of, 192; political
tools and, 213–14, 217–27, 233; profit and, 192, 273; public access and, 152; public affairs and, 182–83, 191–94, 199, 279, 307; radio and, 184, 218, 282; ratings and, 184, 191, 195, 220; Reagan and, 184, 209, 219; regulation and, 273; Republicans and, 217; S.12 and, 273; satellites and, 107, 139, 163, 187–88, 191, 196, 198, 227, 282; sports and, 153, 155; talk shows and, 155, 194–95; Van Deerlin and, 138–39; viewer loyalty of, 192–94; Walker and, 4, 220, 222, 226

C-SPAN 2, 226–27
Culkin, John M., 7

cultural issues: competition and, 45–46, 51, 54; differentiating cable and, 78, 80–81; entertainment, 3, 51, 54, 209, 211, 302; growth and, 144, 148; MTV and, 290–91; National Broadcasting Company (NBC) and, 296; political tools and, 3–6, 117–18, 122, 209, 211; power of broadcasting and, 12; regulation and, 236, 302; values and, 315n25; Weaver and, 25, 45, 51
customer service, 279, 289

Daley, Richard, 118–19
Dallas Morning News, 226
Dallas Times Herald, 268
Dallas (TV show), 204
Danforth, John, 226, 267, 288
Daniels, Bill: Acone and, 113–14; brokerage firm of, 132; CATV and, 11–13, 63; democracy and, 309; as “father of cable television,” 10–11; growth and, 10–11; Keith and, 113–14; National Cable Television Association (NCTA) and, 113–14, 163; Nixon and, 88, 113; political tools and, 113–14, 132–33; profit and, 11; Reinsch and, 63, 163; vision of, 12; Wirth and, 132–33, 268, 270, 273
Daytime Network, 197
Dean, John, 150, 151
Death Valley Days (TV show), 199
decentralization, 4, 7, 81, 109, 154
Dellums, Ronald, 137
democracy: activism and, 308; advertising and, 306; Cable News Network (CNN) and, 281; Cable Political Advertising Workshop and, 1–3; Clinton and, 301; competition and, 48; consumers and, 6–7, 277, 303; C-SPAN and, 193; Daniels and, 309; Democrats and, 308; deregulation and, 6, 158; differentiating cable and, 81; empowerment and, 109; Gingrich and, 306, 310; Gore and, 298; growth and, 153, 155, 158; Johnson and, 309; Kennedy and, 310; marketplace and, 6, 8, 211, 235, 277, 303, 311; markets and, 6, 8, 211, 235, 277, 303, 311; MTV and, 297; narrowcasting and, 309–10; National Broadcasting Company (NBC) and, 305; participatory, 229; political tools and, 1, 3, 6–8, 109, 112, 229; Presidential Re-election System (PRES) and, 207–8, 211, 306; racism and, 309; Reagan and, 306; regulation and, 235; representative, 112; Republicans and, 308–9; strategy and, 264; suppression of, 81; Tiananmen Square and, 278; Trump and, 6, 211, 281, 309–10; viewer passivity and, 306; Weaver and, 48
Democratic National Committee, 60–61, 217
Democratic National Convention, 116, 203
Democrats, 109; Atari, 234, 254; “big tent” politics and, 232, 360n86; Bush veto and, 288–89; civil rights and, 132, 169, 172, 259; C-SPAN and, 7, 192–94, 199, 201, 203, 220; democracy and, 308; differentiating cable and, 60–66, 70, 74, 76, 79–81; entertainment types of, 199; free market and, 209; growth and, 153, 155, 158, 160; MTV and, 275, 277, 285–89, 295, 298; New Democrats, 7, 235, 251, 253, 256, 272; political tools and, 111–12, 116–18, 126, 129–34, 137, 213–24, 229–32; regulation and, 234–35, 238–40, 251, 253–54; revenge politics and, 88, 90, 95–96, 105; strategy and, 255–65, 268, 271–72; teleconferences and, 263; undermining of, 211. See also specific politicians
demographics: entertainment and, 180, 199; Gen X and, 296; growth and, 145, 151–52, 159; market, 145, 152, 159, 180, 275; MTV and, 275; political tools and, 215–17, 232; regulation and, 238; revenge politics and, 98; strategy and, 258, 262, 266; targeting specific, 215
Department of Dirty Tricks, 90
Department of Justice, 11, 64, 91, 128, 166, 175
deregulation: bipartisan support for, 66, 348n39; Cable News Network (CNN) and, 199; Cable Television Political Workshop and, 1–2; Carter and, 161, 163, 168, 173–77; consequences of, 235–36, 243, 246–47, 249, 302; C-SPAN and, 196, 199; democracy and, 6, 158; Federal
Index

deregulation (continued)

Communications Commission (FCC) and, 66, 136, 168, 175, 199, 235–36, 302; Fowler and, 163, 199, 235; growth and, 158, 161; Mooney on, 246–47; Packwood and, 243–45; political tools and, 125–29, 135, 215; Reagan and, 163, 199, 209, 235, 245, 288; revenge politics and, 85, 98–103; rising rates and, 247; strategy and, 267, 288

Donahue, Phil, 197

Donahue (TV show), 199, 263, 282

Dordick, Herbert S., 115

Douglas, Michael, 249

Dowden, Tom, 164–65, 177

Dukakis, Michael: attack ads against, 259–66, 282–83; Cable News Network (CNN) and, 263–64; strategy and, 259–66; Town Hall meetings and, 263–64, 282

Dwyer, Alice, 197

Eastern Cable Television Show and Convention, 126

echo chambers, 309

Economist, The (journal), 283

Eger, John, 126–27

Ehrlichman, John, 100

Eisenhower, Dwight D., 24, 26, 26, 299, 309

“Electronic Town Hall,” 165

elitism: East Coast, 78; gender and, 4, 76, 300; growth and, 156; “ideological plu-gola” and, 85, 99–100; Lamb and, 183; political tools and, 124; public affairs and, 4, 300; revenge politics and, 85, 89–90, 100, 102; Turner and, 183, 188, 274

Elliott, Osborn, 196

El Salvador, 218

Empire City, 82

empowerment: competition and, 43; MTV and, 290–91; National Empowerment Television (NET), 294, 308; political tools and, 2, 109, 145, 306, 308; strategy and, 264, 266

entertainment: Bush and, 286; Cable News Network (CNN) and, 180, 186–87, 204; Clinton and, 282–83, 288, 290, 292, 295, 299; competition and, 48, 50–54; cultural issues and, 3, 51, 54, 209, 211, 302; demographics and, 180, 199; growth and, 143–46, 149, 152–53, 156, 160, 168; news and, 3, 19–20, 27, 53, 102, 110, 156, 180, 186–87, 197, 199, 208, 211, 256, 282, 290, 302, 310–11; partisanship and, 199; political awakening and, 19–20, 22, 27, 48, 50–54, 86–87, 102, 104; political tools and, 163, 214–15; Postman on, 310–11; Reagan and, 208–9; regulation and, 250, 302; religion and, 198, 311, 354n87; revenge politics and, 86–87, 102, 104; strategy and, 210–11, 256, 272; Trump and, 211, 309–11

equal time: amendment to, 28; Federal Communications Commission (FCC)
and, 19–20, 27–28, 87, 164, 218–19, 357n22; NCTA Code of Ethics and, 87; presidential debates and, 27–28; Radio Act of 1927 and, 19
ESPN, 6, 110, 160, 181, 190, 260, 280
ethics: Cable Television Consumer Protection and Competition Act of 1992 (S.12) and, 272–73, 286; campaign finance loopholes and, 257–58; Guerrilla TV and, 81; Higgins and, 230; National Cable Television Association (NCTA) and, 87; Nixon and, 87, 90; O’Konski and, 31; regulation and, 240; revenge politics and, 87, 90; strategy and, 268; V-chip and, 300
ethnicity, 4, 82
ETV Facilities Act, 77
evangelicals, 198
Evans, James, 138
Everett, Robert, 70
Executive Reorganization Plan, 94
Eyewitness News, 311
Fabrizio, Tony, 257–60, 266
Fairness Doctrine of 1949: elimination of, 210; Federal Communications Commission (FCC) and, 20–21, 55, 76, 199, 210, 218, 256, 318n23, 357n22; political tools and, 218; power of broadcasting and, 15–22; Reagan and, 256; strategy and, 256
Falcon Communications, 189
fascism, 20
Federal Communications Commission (FCC): blackouts and, 37–38, 65; Blue Book of, 20; Cable News Network (CNN) and, 187, 189, 199, 203; Carter and, 163–71, 174–76; C-SPAN and, 199, 203; deregulation and, 66, 136, 168, 175, 199, 235–36, 302; differentiating cable and, 64–68, 71–76, 79–80, 330n87; equal time and, 19–20, 27–28, 87, 164, 218–19, 357n22; Fairness Doctrine of 1949 and, 20–21, 55, 76, 199, 210, 218, 256, 318n23, 357n22; Ferris and, 163, 168–71, 175–76; First Report and Order on CATV, 65; Ford and, 64–71, 170; Fowler and, 163, 199, 235, 245–46, 256; growth and, 147, 152; HBO v. FCC and, 147; Kennedy and, 15, 17; Lamb and, 108, 289; legal issues and, 12, 20, 33, 64, 122, 134, 147, 170, 256; licenses and, 18–22, 25, 32–33, 85, 90, 100, 104, 128, 199; markets and, 36, 45, 49–50, 64, 66–67, 73, 97, 103, 170, 235, 256, 302, 317n5, 330n87; Mayflower decision of, 20; Minow and, 10, 15–18, 53, 60–64, 72, 77, 90, 170, 234–35, 317n5; MTV and, 289, 302; “must carry” rule of, 248; Nixon and, 87, 91–92, 108, 168, 187; ownership and, 12, 20, 36, 39, 50, 91, 175–76, 187; political tools and, 114, 122, 127, 133–36, 217; power of broadcasting and, 15–22, 25–26, 32–40, 317n5; Public Service Responsibilities of Broadcast Licensees and, 20; Reagan and, 163, 199, 235, 256; revenge politics and, 91–93, 97, 102–3; Roosevelt and, 19, 64; satellites and, 16, 93, 103, 108, 135, 147, 163, 170, 248; Second Report and Order on CATV, 66–67; strategy and, 256; Subscription TV (STV) and, 45, 49–50, 55, 57, 59; Turner and, 170, 187; TV Cable and, 37–38
Federal Radio Commission (FRC), 18–20
Feiffer, Jules, 54
feminism, 78, 128, 185
Ferris, Charles: anti-trust issues and, 168–69; background of, 168–69; Carter and, 168–71, 175–76; Federal Communications Commission (FCC) and, 163, 168–71, 175–76; regulation and, 169–70
filibusters, 169, 226
Financial Interest and Syndication Rules, 91
Finney, John, 123
“Fireside Chats,” 19
Firing Line (TV show), 100, 186
First Amendment: Buckley v. Valeo and, 257; HBO v. FCC and, 147; journalists and, 90, 256; legal issues and, 58, 90, 99, 102, 147, 243, 248, 256–57, 361n8; Packwood and, 243; Project B.U.N. and, 99; Reagan and, 256; revenge politics and, 90, 99, 102; Turner and, 248; Weaver and, 58; Wheeler and, 243
First Report and Order on CATV, 65
Florescu, John, 213–16, 219, 231–32
Ford, Frederic: background of, 64, 170; Federal Communications Commission (FCC) and, 64–71, 170; legal education of, 170; Minow and, 64; National Cable Television Association (NCTA) and, 65, 69; Roosevelt and, 64; Schildhause and, 73–74
Ford, Gerald: anti-trust issues and, 64; Carter and, 163, 165, 171; copyright and, 129; differentiating Jagoda and, 167; cable and, 64–73; 77–78; Economic Advisory Council of, 125; National Broadcasting
Ford, Gerald (continued)
Company (NBC) and, 163; National Cable Television Association (NCTA) and, 65, 69, 121, 163; political tools and, 108, 121, 124–33; radio and, 163; Rose Garden approach of, 124, 129; “straight talk” of, 124–25; strategy and, 124, 129, 270
Ford Foundation, 77–78, 80
Ford Motor Company, 189
“Forget Not Old Friends” (documentary), 217
Fortnightly Corp. v. United Artists Television, 79
Founding Fathers, 112
Fowler, Mark: deregulation and, 163, 199, 235; Federal Communications Commission (FCC) and, 163, 199, 235, 245–46, 256; growth and, 256; Reagan and, 163, 199, 235, 256
Fox Broadcasting Company, 305–6
Fox News, 210; Ailes and, 76, 305–8, 314n23; Clinton and, 308; conservatism and, 306–8; impact of, 314n23; journalists and, 233; Murdoch and, 305–8, 375n2; profit and, 306–10; racism and, 309; radio and, 307–8; ratings and, 233; Shine and, 309; Telecommunications Inc. and, 307; Trump and, 6, 211, 309
franchise wars, 237–42, 246, 249
Frank, Barney, 213–17
Fraser, Donald, 116
Frazier, Joe, 142
free enterprise, 24, 40, 53–54, 66, 99
free market, 6, 99, 209, 273
free television: competition and, 44, 48, 51–57, 52; differentiating cable and, 67, 69, 72, 76; growth and, 157; political tools and, 219
Friedman, Milton, 66
Friends of C-SPAN, 195
Fulbright, J. William, 113
Fund for a Conservative Majority, 258
Gannett, 243
Gans, Irene, 23
Garment, Leonard, 97
Gates, Bill, 296, 303
Gay Cable Network (GCN), 180, 196
gender: advertising and, 145; barriers to, 247; Cable Political Advertising Workshop and, 2; conservatism and, 197; demographics and, 145, 151, 180, 290; elitism and, 4, 76, 300; equality for, 132, 280; feminism and, 78, 128, 185; Greer and, 247; journalists and, 197; National Cable Television Association (NCTA) and, 12; political tools and, 132; sexism and, 180, 280, 302, 309; sports and, 43; stereotypes and, 4, 180
General Electric, 208–9
Gen X, 296
Geraldo Rivera (TV show), 265
Goldberg, Billy, 238
Goldenson, Leonard, 48
Goldwater, Barry: Cable News Network (CNN) and, 186; conservatism and, 7, 66, 186, 209, 235, 243; economic philosophy of, 66; fitness of, 57; regulation and, 235, 242–45; Wirth and, 7, 235, 245
Good Morning America (TV show), 199
GOP TV, 306
Gore, Al: Bush and, 7, 273, 286–88, 368n78; Cable News Network (CNN) and, 272, 289; Cable Television Consumer Protection and Competition Act of 1992 (S.12) and, 272–73, 286–89; Clinton and, 7, 273–74, 283, 288–91, 298–301; C-SPAN and, 179, 249, 271–72; democracy and, 298; growth and, 205–6; Larry King Live and, 288; Malone and, 251–54, 301; MTV and, 274, 283–85, 291; National Cable Television Association (NCTA) and, 301; as New Democrat, 7, 234, 251, 253, 272, 298; political posturing by, 287; political tools and, 135; public service initiatives and, 281; regulation and, 234, 248–53, 271–74, 286–87, 298–301; Roberts and, 301; Rock’N’Roll Inaugural Ball and, 291; Silicon Valley and, 248; strategy and, 267, 271–74, 298–99; Telecommunications Act of 1996 and, 298–302; Tomlin and, 298; veto of, 288; Wirth and, 7, 135, 234, 248, 267, 271–73, 368n78
Gore, Tipper, 280, 285
Gould, Jack, 77
Great Communicator, 208, 218
Great Debates, 27
Great Society, 45, 57, 81, 234
Greenfield, Jeff, 184
Greer, Gayle, 236–37, 247
Group W Satellite Communications, 187–88
growth: advertising and, 141–42, 145, 149, 153, 156, 158–59; antennas and, 62; Cable News Network (CNN) and, 199–200, 278–79; CATV and, 9–12; competition and, 140, 145, 147; consumers and, 142, 145, 149–52; C-SPAN and, 199–200; cultural issues and, 144, 148; Daniels on, 10–11; democracy and, 153, 155, 158; Democrats and, 153, 155, 158, 160; demographics and, 145, 151–52; deregulation and, 158, 161; elitism and, 156; empowerment and, 145; entertainment and, 143–46, 149, 152–53, 156, 160, 168; Federal Communications Commission (FCC) and, 147, 152; food and, 256; free television and, 157; Gore and, 205–6; Home Box Office (HBO) and, 141–49, 152, 158; Kahn and, 140–43, 159; Lamb and, 153–58; legal issues and, 140, 147; lobbyists and, 151, 157–58; markets and, 141–52, 159–61, 209; monopolies and, 156; narrowing and, 145, 152; National Cable Television Association (NCTA) and, 157–58, 160; New Gilded Age and, 303; news and, 155–58; O’Neill and, 155; pay television and, 142, 146, 147, 149, 160; profit and, 140–41, 147, 149, 153, 156, 158; in public affairs, 156, 158, 160; Reagan and, 181; regulation and, 158, 161, 180, 196, 199, 206; satellites and, 140–49, 156–60; statistics on, 141–42; telephone companies and, 141, 143, 155; theaters and, 146; Turner and, 141, 156–58, 278–79
Grunwald, Madeleine “Mandy,” 282
Guerrilla Television (Shamberg), 81
Gulf Coast Cable Television, 236
Haig, Alexander, 186
Haldeman, H. R., 90, 93, 332n23
Hannity, Gregory, 262
Harney, Gregory, 262
Harper & Row, 163
Harris, Burt, 136
Harris, William, 192
Harris County Women’s Political Caucus, 237
Hart, Gary, 232, 234, 256, 282
Hartmann, Robert, 129
Hawaii, 47, 113, 115
HBO v. FCC, 147
Hearst-ABC, 197
Heckler, Margaret, 213, 216
Hegedus, Chris, 282
Higgins, Beth, 230
Hindrey, Leo, 303, 307
Hispanics, 283
Hiss, Alger, 29
Hollaus, Meredith, 197
Hollywood: differentiating cable and, 81; Kennedy and, 27; pay television and, 49; political tools and, 135–36, 209–10, 215; Weaver and, 57
Home Box Office (HBO): Black Americans and, 148–49, 173, 343n30; creative marketing of, 275, 281; growth and, 141–49, 152, 158; HBO v. FCC and, 147; Johnson and, 173; Lincoln Memorial and, 291; microwaves and, 143; satellites and, 110, 141–43, 147, 149, 198, 247; scrambled signals and, 247–48; sports and, 142–47; subsidies and, 198; Thrilla in Manila and, 142, 144
Horton, William, 256, 259–60, 266
House Committee on Energy & Commerce, 67, 133
House Interstate and Foreign Commerce Committee, 48
House Judiciary Committee, 111–12
House Un-American Activities Committee, 29
Houston, 33, 236–40, 247, 285
“How the Electorate Wins in the End” (Wheeler), 3
H.Res 866, 138
Hussein, Saddam, 279
identity, 3, 308–9
I Love Lucy (TV show), 113
immigration, 309
Imus, Don, 282
inflation, 163, 165, 178
Ingraham, Laura, 294, 309
internet, 295–96, 300, 303
Internet Productions Inc., 113
Iraq, 279
IRS, 11, 90, 104
Jack Paar Program, The (TV show), 86
Jagger, Mick, 275
Jagoda, Barry, 166–67
Jamieson, Kathleen Hall, 256–57

For general queries, contact webmaster@press.princeton.edu
Jaycees, 237

Jenkins, Ray, 177–78

Jerrold Electronics, 50, 67, 249

Jerry Maguire (film), 302

Johnson, Claudia Alta "Lady Bird," 32, 38, 40

Johnson, Lyndon B.: advertising and, 52; Austin, TX and, 32–40; background of, 32; Black Americans and, 148–49, 171–75; Capital Cable and, 35–39; Civil Rights Act and, 132; Commission on Educational TV and, 78; consumers and, 300; democracy and, 309; differentiating cable and, 78; Great Society of, 45, 57, 81; Home Box Office (HBO) and, 173; journalists and, 35, 40; LBJ-TV and, 33–37; political tools and, 113, 132, 300, 309; power of broadcasting and, 32–40; revenge politics and, 93; scandal and, 37–40, 300; Task Force on Communications Policy and, 93; teams of experts and, 93; Vietnam War and, 113, 309; Voting Rights Act and, 132

Johnson, Nicholas, 72–73, 79, 81

Johnson, Robert, 250

Johnson, William, 148, 171–76

Johnson Broadcasting Company, 35

Joint Committee on Congressional Operations, 112

journalists, 60; Brown, 21; business rivalries and, 54, 58; Cable News Network (CNN) and, 178, 181–83, 186, 279, 295; celebrity anchors and, 185; Clinton and, 290, 293, 295; Cook, 54; C-SPAN and, 184, 193, 195, 200–202, 224; Dowden, 164; First Amendment and, 90, 256; Fox News and, 233; gender and, 197; growth of televised, 26–30, 35, 40; Jagoda, 166–67; Johnson and, 35, 40; MSNBC and, 296; MTV and, 277, 285, 295; New Journalism and, 80; news and, 4 (see also news); Nixon and, 84–86, 89–90, 186, 332n23; Orth, 118–20, 196–97, 204; political tools and, 108, 112, 118–19, 130, 224, 228, 233; press credentials and, 118; privacy and, 150; redefining, 80; regulation and, 236; revenge politics and, 84–86, 89–90, 102; Rovere, 54; Schildhause and, 73–74; Schorr, 178; Sigma Delta Chi and, 84–85; strategy and, 236, 262–68; Turner and, 178, 181, 187; Watson, 178; White and, 27

Journal of Broadcasting & Electronic Media, 62

junk bonds, 241

Kahn, Irving: “Blue Sky through a Green Filter,” 141; bribery and, 140; growth and, 140–43, 159; imprisonment of, 140–42; marketing and, 159; New York Times and, 176; TelePrompTer and, 140, 143, 176

Kamin, Lester, 236

Kastenmeier, Robert, 54

KBLE, 148, 172–76

Keifuver, Estes, 29

Keith, Thom, 113–14

Kempton, Murray, 54

Kennedy, Edward, 215

Kennedy, John F.: assassination of, 38; debates of, 28, 61; democracy and, 310; differentiating cable and, 61, 64; Federal Communications Commission (FCC) and, 15, 17; Ferris and, 169; Mickelson and, 27; Minow and, 64; New Frontier and, 17; Nixon and, 310; Peace Corps and, 118; political tools and, 118, 215; power of broadcasting and, 15, 17, 27–29, 38; Salinger and, 29; showbiz politics of, 27, 86; teams of experts and, 93; TV persona of, 28–29; use of new media by, 15, 17, 27–29, 38, 61, 310; vision of, 27

Kennedy, Kara, 215

Kerry, Bob, 285

Kerry, John, 308

kickbacks, 240

Kids Pick the President (TV show), 295

Kilpatrick, James, 100

King, Larry, 86, 263, 281–82, 286–89

King, Martin Luther, Jr., 75–76

King, Mel, 75–76

Kissinger, Henry, 119, 120

Kitman, Marvin, 302

Klein, Herbert, 89–91, 97, 332n23

Kohlmeier, Louis, 38, 40

Koppel, Ted, 177

Kovic, Ron, 119

Kraft, 189

KTBC, 32–33, 38, 40

Lamb, Brian: activism and, 107, 196; background of, 107, 182; Blue Skies and, 109; Carter and, 165; C-SPAN and, 107, 109, 139, 153–55, 158, 182–84, 191, 193, 196–205, 224, 289; elitism and, 183; Federal Communications Commission (FCC) and, 108, 289; growth and, 153–58; The Media Report and, 108; mission of, 183–84; news and, 107–10, 124, 158, 177, 182–84,

Lansing State Journal, 263
Larry King Live, 186, 263, 281–82, 286–89
Laskin, Paul L., 95–96
Latinos, 238
LBJ Company, 32
LBJ-TV, 33–37
League of Women Voters, 231, 280
Leddy, Craig, 278, 297, 301
legal issues: anti-trust, 11, 50–51, 64, 91, 99, 125, 188, 236, 238, 252, 361n4; Buckley v. Valeo, 257–58; Cable News Network (CNN) and, 20, 202; Carter and, 166, 169–70; competition and, 47, 51–52, 58–59; copyright, 79, 97, 103, 108, 110, 129, 135–36; C-SPAN and, 20; Daniels and, 12; Department of Justice, 11, 64, 91, 128, 166, 175; differentiating cable and, 64, 79; equal time, 19–20, 27–28, 87, 164, 218–19; Federal Communications Commission (FCC) and, 12, 20, 33, 64, 122, 147, 170, 256; Ferris and, 168–69; First Amendment, 58, 90, 99, 102, 147, 243, 248, 256–57, 361n8; Ford and, 64–65; Fortnightly Corp. v. United Artists Television, 79; growth and, 140, 147; lawyers, 12, 15, 35, 38, 72, 87, 143, 166, 169–70, 74; “must carry” rule, 248, 273, 289, 295, 300; pay television and, 12, 51, 170; political tools and, 122, 134, 221, 338n44; power of broadcasting and, 20, 28, 32–33; Proposition 14 and, 58; Proposition I5 and, 55, 58, 63; public access and, 122; regulation and, 12, 20, 32–33, 122, 134, 147, 169–70, 240–41, 244; retransmission consent and, 273, 287, 289, 300, 305; revenge politics and, 90, 97; strategy and, 268; Subscription TV (STV) and, 47, 51–52, 58–59; Supreme Courts and, 20, 58, 79, 257; theaters and, 51–52; Turner and, 188, 190; United States v. Southwestern Cable Co., 79

Lennon, John, 186
Leonard, Bill, 187
Levin, Gerald, 143
Lewis, Jerry, 199
LGBTQ community, 180, 196, 351n4
liberalism: bias and, 76, 86, 91, 112, 137, 285, 306–9; Cable News Network (CNN) and, 186; competition and, 53–54; differentiating cable and, 66, 76, 81; echo chambers and, 34n23; MTV and, 285, 293; political tools and, 7, 112, 117, 123, 131, 137, 216, 232; regulation and, 234, 236, 253; revenge politics and, 86, 91, 96, 104; strategy and, 256; Wirth and, 131, 234, 256, 361n4
licenses: Federal Communications Commission (FCC) and, 18–22, 25, 32–33, 85, 90, 100, 104, 128, 199; Johnson and, 32–33; political tools and, 128; power of broadcasting and, 18–22, 25, 32–33; Public Service Responsibilities of Broadcast Licensees and, 20; revenge politics and, 85, 90, 100, 104

Life (magazine), 40, 46
Lifetime, 259, 280
Limbaugh, Rush, 258, 286
Lincoln Memorial, 291
Lindsay, John, 81–82, 116–17
Lippmann, Walter, 177
lobbyists, Carter and, 177; Community Service Committee and, 72; competition and, 44, 55, 58–59; differentiating cable and, 68–72, 80; growth and, 151, 157–58; National Cable Television Association (NCTA) and, 68, 72, 80, 117, 136, 157–58, 246; political tools and, 109, 117, 122, 125, 129, 131, 135–36, 235; regulation and, 235, 240, 242, 246; revenge politics and, 102; strategy and, 1–3, 12, 23, 44, 55, 58–59, 68, 72, 80, 102, 109, 117, 122, 125, 129, 131, 136, 151, 157–58, 162, 177, 234, 240, 242, 246, 274, 279; Wheeler and, 162
Loder, Kurt, 291
Long, Russell, 226
Longview News-Journal, 239
Los Angeles Dodgers, 51, 191
Los Angeles Times, 176, 184, 195, 283
Lott, Trent, 138, 224
Lucky Strike Hit Parade, 21
Luntz, Frank, 294
Lyle, Jack, 115
MacAvoy, Paul, 125–28
Mack, Richard A., 25
MacLeod, Robert F., 53
Madison Square Garden Network, 155, 160, 191
Magner, Bob, 249
Magruder, Jeb Stuart, 89, 91
Maher, Bill, 293–94
Maletta, Lou, 196

For general queries, contact webmaster@press.princeton.edu
Malone, John: Clinton and, 301; Gates and, 303–4; Gore and, 251–54, 301; growth and, 147, 152; regulation and, 240–41, 249–53; strategy and, 267–68, 274; TeleCommunications Inc. and, 147, 152, 240–41, 249–53, 289, 307
Manchester Union Leader (newspaper), 201–2
Manion, Clarence, 76
Mansfield, Mike, 123–24, 169
markets: Black programming and, 173; Cable Americans and, 2; Cable Television Consumer Protection and Competition Act of 1992 (S.12) and, 272–73, 286–87; Carter and, 173, 176; competition and, 45, 49–53, 58; competitive, 35–36, 45, 51, 66–67, 85, 93, 101–2, 145, 187–88, 191, 236, 253, 256; conglomerates and, 176, 307; consumers and, 2 (see also consumers); C-SPAN and, 192, 195, 294, 297; democracy and, 6, 8, 211, 235, 277, 303, 311; demographics and, 145, 152, 159, 180, 275; demographics for, 180; deregulation and, 6 (see also deregulation); differentiating cable and, 64, 66–69, 73, 78–80; Federal Communications Commission (FCC) and, 36, 45, 49–50, 64, 66–67, 73, 97, 103, 170, 235, 256, 302, 317n5, 330n87; forces of, 4, 253, 303; free, 6, 99, 209, 273, 361n9; growth and, 141–52, 159–61, 209; housing, 58; internet, 295–96, 300, 303; Malone on, 303–4; mergers and, 32, 151, 176, 187, 235, 241, 296, 303; monopolies and, 20, 54, 76, 94, 134, 136, 156, 166, 243, 247, 272, 287–89, 299–300, 303; MTV and, 275, 277, 280, 297; National Broadcasting Company (NBC) and, 295–96; political awakening and, 9, 12, 34–36, 45, 49–53, 58–59, 64–69, 73, 78–80, 93–103; political theology and, 129, 133, 136, 210–11, 221, 232; Postman on, 311; power of broadcasting and, 34–36; regulation and, 234–36, 244–47, 250–53; religious, 198, 295; research on, 2, 149, 152, 159, 180, 188, 232, 280; revenge politics and, 93–103; segments of, 4, 8, 95, 145, 161, 189, 311, 313n9; strategy and, 256, 266, 269, 273; Subscription TV (STV) and, 51; Telecommunications Act of 1996 and, 238, 277, 298, 300, 302, 307; telephone companies and, 10, 12, 18, 36–37, 40, 47, 68, 74, 92, 133–35, 141, 143, 155, 166, 169, 242, 253, 278, 298, 300, 303; youth, 295–96
Martin, Louis, 175
Massachusetts Institute of Technology (MIT), 92–93
Massachusetts Miracle, 261
Masterpiece Theater (TV show), 265
Matthews, Chris, 234
May, Lynn, 125–28, 131
McCarthy, Eugene, 88
McCarthy, Joseph, 30
McCarthy, Mary, 88
McClellan, John L., 39
McCloskey, Pete, 117
McClore, James, 226–30
McConnell, Dora, 194
McGee, Thomas W., 216
McGovern, George, 116–18
McLuhan, Marshall, 7
Media Report, The (newsletter), 108
Media Watch Monitoring, 91
Meet the Press (TV show), 228, 233
Megadeth, 285
MGM, 203
Michel, Robert, 223
Mickelson, Sig, 25–28, 61
Microsoft, 296, 303, 305
microwave systems, 33–34, 37, 143
Midwest Video Corp., 35, 39
Mike Douglas Show, The (TV show), 87
“Mike Dukakis Talks to America’s Next Generation,” 261
Miller, Thomas, 35
Minow, Newton: CATV and, 10, 16, 317n5; Columbia Broadcasting System (CBS) and, 16, 90, 317n5; commercialism and, 17–18, 235; competition and, 53; critique of television by, 53, 235; differentiating cable and, 60, 62, 64, 72, 77; Federal Communications Commission (FCC) and, 10, 15–18, 53, 60–64, 72, 77, 90, 170, 234–35, 317n5; Ford and, 64; Kennedy and, 64; legal background of, 170; power of broadcasting and, 15–18; on ratings, 17; Reinsch and, 15–16, 60, 62; revenge politics and, 90; “vast wasteland” and, 17
Mitchell, Bridger M., 124, 127
Mitchell, George J., 267
Moakley, Joseph, 224
Mollenhoff, Clark, 54
Mondale, Walter, 166, 204
Moneyline (TV show), 186
Monopolies: American Telephone and Telegraph Company (AT&T), 18–19, 23, 47, 82, 93, 133, 143, 166, 243, 303, 361; Capital Cable and, 37–38; Carter and, 166; competition and, 20, 54, 76, 94, 134, 136, 156, 166, 243, 247, 272, 287–89, 299–300, 303; conglomerates and, 176, 307; differentiating cable and, 76; growth and, 156; Open Skies and, 93–94, 139, 143; political tools and, 134, 136; regulation and, 243, 247; revenge politics and, 94; strategy and, 272
Montgomery, Robert, 309
Mooney, James, 246
Morton Downey Show Jr. (TV show), 258
Moses, C. Hamilton, 35
Movie Channel, The, 147
Moyers, Bill, 296
MSNBC, 210, 296, 303, 305
MTV News, 6, 276, 284, 285, 291, 293
Mudd, Roger, 169
Multi Media Services, 258
Multivision, 283
Murdoch, Rupert, 305–8, 375n2
Murrow, Edward R., 8
Muskie, Edmund, 117
Mustaine, Dave, 285
“must carry” rule, 248, 273, 287, 289, 295, 300
Myhren, Trygve, 246
NAACP, 237
Nader, Ralph, 31, 185–86, 244–45
Narrowcasting: consumer spending and, 2; C-SPAN and, 184–85; democracy and, 309–10; differentiating cable and, 81; growth and, 145, 152; marginalization and, 196; MTV and, 290; National Cable Television Association (NCTA) and, 2; political tools and, 216, 232; power of broadcasting and, 2, 8; Reagan and, 208; revenge politics and, 96
NASA, 92
Nashville Network, 259
Nathanson, Marc, 189
Nation, The (journal), 74
National Association of Broadcasters (NAB): civic responsibilities and, 16; competition and, 44, 56–57; differentiating cable and, 67; political tools and, 124, 127–128; power of broadcasting and, 16; regulation and, 243, 248
National Association of Radio and Television Broadcasters (NARTB), 44
National Broadcasting Association, 128
National Broadcasting Company (NBC): advertising and, 45–47; Ailes and, 305, 375n2; antitrust lawsuit against, 91–92; Cable News Network (CNN) and, 191, 202, 276; Carter and, 167; Clinton and, 293; CNBC, 210; competition and, 42–48, 51, 110, 187–88, 191, 197, 202, 290, 293, 295–96; cultural issues and, 296; democracy and, 305; Ford and, 163; Hollaus and, 197; Jagoda and, 167; markets and, 295–96; Microsoft and, 305; MSNBC, 210, 296, 303, 305; news and, 20, 47, 71, 110, 128, 187, 191, 197, 202, 210, 253, 276, 290, 296, 305; Open Skies and, 93–94, 139, 143; political tools and, 3, 12, 128; power of broadcasting and, 20, 22, 25, 27, 37; radio and, 197; ratings and, 43;
National Broadcasting Company (NBC) (continued)
regulation and, 253; revenge politics and, 71, 91–92; Sarnoff and, 47–48, 92; Soren and, 276; Today Show, 187; Walters and, 187; Weaver and, 25, 42–48, 51, 91; youth market and, 295

National Cable Television Association (NCTA): advertising and, 69, 278; Anstrom and, 301; “Cable Contributes to Life” campaign and, 278; Cable News Network (CNN) and, 157–58, 188; cable’s reputation and, 277–78; Carter and, 164; Clinton and, 301; Code of Ethics and, 87; Community Service Committee and, 72; C-SPAN and, 157–58, 195; Daniels and, 113–14, 163; differentiating cable and, 65, 67–74, 80; Ford and, 65, 69, 121, 163; gender and, 12; Gore and, 301; growth and, 157–58, 160; Harris and, 136; lobbying and, 68–72, 80, 117, 136, 157–58, 246; Merrill and, 59; narrowcasting and, 2; newspapers and, 243–44; political tools and, 113–23, 133–36, 139; regulation and, 241–48, 277–78; revenge politics and, 87; sports and, 163; taxes and, 12; Vegas convention of, 162–63; Wheeler and, 1, 135, 162, 241, 243; Whitehead and, 277–78

National Cable TV Week, 69, 116
National Conservative Political Action Committee, 258
National Empowerment Television (NET), 294, 308
National Endowment for the Arts, 86
National League of Cities (NLC), 242–45
National Negro Congress, 19
National Religious Broadcasters, 198
National Review (magazine), 76, 77
National Security Political Action Committee (NSPAC), 257–60, 264–66
National Telecommunications and Information Administration (NTIA), 168, 171
National Urban League, 19
National Women’s Political Caucus, 280
Naughty by Nature, 285
Network (film), 186
New Deal: competition and, 54; differentiating cable and, 64; political tools and, 210, 231; power of broadcasting and, 20; regulation and, 234, 253
New Democrats, 7, 235, 251, 253, 256, 272
New Frontier, 17
New Gilded Age, 303

New Journalism, 81
news: American Broadcasting Company (ABC) and, 20, 107, 110, 178, 185, 187–88, 202, 276, 290; Cable News Network (CNN) and, 6 (see also Cable News Network (CNN); Carter and, 165–69, 173, 177–78; celebrity anchors and, 185; Clinton and, 281–82, 284, 288, 290, 308; Columbia Broadcasting System (CBS) and, 25, 47, 90, 110, 178, 184–87, 191, 202; competition and, 46–48, 51–55; Cronkite and, 4, 29, 90, 118, 154, 177, 204, 283, 303; C-SPAN and, 179–85, 191–204; differentiating cable and, 60–62, 69, 71–77, 81; echo chambers and, 309, 314n23; entertainment and, 3, 19–20, 27, 53, 102, 110, 156, 180, 186–87, 197, 199, 208, 211, 256, 282, 290, 302, 310–11; Fox News and, 6, 76, 210, 211, 233, 305–9, 314n23; Gen X and, 296; growth and, 155–58; Lamb and, 107–10, 124, 158, 177, 182–84, 202, 205; MTV and, 6, 276, 284, 285, 290–91, 293, 297; National Broadcasting Company (NBC) and, 20, 47, 71, 110, 128, 187, 191, 197, 202, 210, 253, 276, 290, 296, 305; political tools and, 3–8, 115–18, 121, 124, 128, 130, 137, 139, 207–15, 218–19, 224–33; Postman on, 311; power of broadcasting and, 15–31, 36, 38; regulation and, 234, 237–44, 254, 256–62; revenge politics and, 84–86, 89–92, 98–99; strategy and, 256–57, 262, 268–69; Telecommunications Act of 1996 and, 238, 277, 298, 300, 302, 307; Turner and, 156–58, 177–78, 183, 187–88, 191, 278; Walters and, 187
Newsday journal, 176, 302
newspapers: Black Americans and, 173; Cable News Network (CNN) and, 205; Carter and, 165; competition and, 52, 55; C-SPAN and, 155, 192, 225; differentiating cable and, 74; editorials and, 359n56; gossip pages of, 215; impact of, 26, 202; National Cable Television Association (NCTA) and, 243–44; political tools and, 26, 30–31, 36, 38, 115, 117; revenge politics and, 104; TeleCommunications Inc. (TCI) and, 197
Newsweek, 46, 196–97, 241, 296
Newsweek Woman, 197
New York Herald Tribune, 87
New York Times, 112; Brown and, 108–9; Cableland and, 270; Cable News Network
(CNN) and, 185; Finney and, 123; Gore and, 286–87; Gould and, 77; Kahn and, 176; Nixon and, 90; on political strategies, 265, 270; Reinsch and, 60; Reston and, 108; Rich and, 307; Soren and, 276, 297; Turner and, 156, 182; TV Cable and, 37; “video scrapbook” and, 119

Nickelodeon, 6, 159, 181, 190, 272, 295

Nickles, Don, 226

Nielsen ratings, 150, 158, 184, 190

Nightline (TV show), 204

Nixon, Richard M.: Agnew and, 87–91, 100, 123; Ailes and, 306; bias concerns of, 8; Buchanan and, 186; Cabinet Committee and, 97, 101; Colson and, 89–92, 98–99; Cronkite and, 90; Daniels and, 88, 113; Department of Dirty Tricks and, 90; enemy list of, 90; Federal Communications Commission (FCC) and, 87, 91–92, 108, 168, 187; governor’s race of, 84; Halderman and, 90, 93; House Judiciary Committee and, 111–12; impeachment of, 111; The Jack Paar Program and, 86; journalists and, 84–86, 89–90, 186, 332n23; Kennedy and, 90, 93, 332n23; last press conference of, 84; media obsession of, 8; Office of Telecommunications Policy (OTP) and, 84–85, 95, 98–99, 103–5, 108, 124, 167; ownership and, 187; political tools and, 108–13, 117, 123–25, 131–32; power of broadcasting and, 28–29; Project B.U.N. And, 98–99, 334n66; regulation and, 164; revenge politics and, 91, 94–95, 97, 102, 108, 126, 139, 151; as Speaker of the House, 7, 137, 163, 179, 217, 222, 224–25; Van Deerlin and, 138–39

O’Neill, William, 216

Open Skies, 93–94, 139, 143

Operation Frontal Lobes, 45

Operation Uplink, 228–30, 306

Orth, Maureen, 118–20

Outer Limits (TV show), 42

Owen, Bruce, 98–102, 108, 124, 127

ownership: Black, 174–76; Carter and, 171–76; copyright and, 79, 97, 103, 108, 110, 129, 135–36; differentiating cable and, 75; Federal Communications Commission (FCC) and, 12, 20, 36, 39, 50, 91, 175–76, 187; Ford and, 163; Nixon and, 187; political tools and, 126, 128; power of broadcasting and, 20, 34–36, 39; regulation and, 240–42; revenge politics and, 91, 97, 102; Subscription TV (STV) and, 50; Turner and, 187

Packwood, Robert, 243–45, 267

Paley, William, 309

Paragon Cable, 280

Paramount, 203

Parsons, Ed, 22–23, 24, 74

Parsons, Grace, 22–23

Pastore, John, 28

patriotism, 208, 220, 222

payoffs, 25, 72, 140, 208

pay television: Advisory Task Force on CATV and Telecommunications, 81–83; competition and, 41–59; differentiating cable and, 63–64, 66, 69, 82; growth and, 142, 146, 147, 149, 160; legal issues and, 12, 51, 170; political tools and, 127; power of broadcasting and, 41
Index

PBS, 16, 138, 293
Peace Corps, 118
Pearson, Drew, 54
Pearson, James B., 121
PEG stations, 79–80, 114, 122
Pennebaker, D. A., 282
Pennsylvania Department of Education, 120
People magazine, 147
Perkins, Jim, 197
Perot, H. Ross, 281, 285
Peter Pan (Broadway telecast), 46
Piety, Gene, 115
Pinwheel (TV show), 150, 159
piracy, 52, 103
pole attachments, 133–35, 222
political awakening: competition and, 11, 40, 48–51, 56–57, 72, 82, 102; differentiating cable and, 60–83; entertainment and, 19–20, 22, 27, 48, 50–54, 86–87, 102, 104; markets and, 9, 12, 34–36, 45, 49–53, 58–59, 64, 66–69, 73, 78–80, 93–103; power of broadcasting and, 15–41; revenge politics and, 84–105
Politically Incorrect (TV show), 294
Pols, Cynthia, 242–43
Poole, Cliff, 23
Postman, Neil, 310–11
Povich, Lynn, 197
power of broadcasting: activism and, 20; advertising and, 19–22, 26, 32, 38, 40; air-
time access and, 8, 20, 32–33; American Broadcasting Company (ABC) and, 20, 37; Black Americans and, 26; CATV and, 16, 23–24, 317n5, 319n38; civil rights and, 75–77; Columbia Broadcasting System (CBS) and, 16, 22, 25, 27, 37; competition and, 20, 33, 35–38, 41; conservatism and, 19–20, 26, 318n24; consumers and, 21, 23, 27, 38, 41; cultural issues and, 25; Federal Communications Commission (FCC) and, 15–22, 25–26, 32–40, 317n5; Johnson and, 32–40; Kennedy and, 15, 17, 27–29, 38; legal issues and, 20, 28, 32–33; licenses and, 18–22, 25, 32–33; lobbyists and, 44, 55, 58; Minow and, 15–18; narrowcasting and, 2, 8; National Association of Broadcasters (NAB) and, 16; National Broadcasting Company (NBC) and, 20, 22, 25, 27, 37; New Deal and, 20; news and, 15–31, 36, 38; Nixon and, 28–29; ownership and, 20, 34–36, 39, 317n5; pay television and, 41, 44, 47, 49–55; profit and, 17–20, 26–27, 32; public affairs and, 17–20, 26–27, 32; public affairs and, 15–21, 24–27, 31–40; satellites and, 16; Turner and, 178, 187–91; Weaver and, 25

Praise the Lord Club (TV show), 198
Presidential Reelection System (PRES), 207–8, 211, 306
Presley, Elvis, 282
Price, Monroe, 83, 95–96, 198–99
Price, Ray, 87
Pride and Progress and Gay USA (TV show), 196
Prime News (TV show), 186
Prime Time Access Rule, 91
privatization, 235–36
profit: American Broadcasting Company (ABC) and, 186; Black Americans and, 174, 176; Cable News Network (CNN) and, 186, 191; competition and, 53; C-SPAN and, 192, 273; Daniels on, 11; differentiating cable and, 62, 71, 76–77; elitism and, 300; growth in interest of, 156, 158, 160; political tools and, 4, 8, 107, 110–11, 120, 137, 139, 215–16, 225, 228, 230–31; Postman on, 311; power of broadcasting and, 17, 20, 25–26, 29, 319n43; public affairs and, 107, 110–11, 120, 137, 139; revenge politics and, 90; strategy and, 272–73
Public Broadcasting Act, 78
Public Service Responsibilities of Broadcast Licenses (FCC), 20
Quayle, Dan, 264, 286, 288
QUBE, 149–51, 159, 175, 241, 296
quiz shows, 17, 27
race: Asian Americans and, 238; barriers to, 247; Black Americans and, 75 (see also Black Americans); Cable Television Political Workshop and, 2; Carter and, 173; civil rights and, 175 (see also civil rights); Clinton and, 283, 291; consumers and, 173; Coughlin and, 20; democracy and, 309; demographics of, 145, 151, 159, 180, 290; discrimination and, 19, 58, 67, 75, 78, 81; equality and, 133; ethnicity, 4, 82; Fabrizio and, 259–60; Fox News and, 309; Greer and, 247; Hispanics and, 283; Horton and, 256, 259–60, 266; as individual perspective, 75; Jewish, 20, 47, 216; King and, 75–76; Latinos and, 238; market segmentation and, 313n9; MTV and, 283, 285, 291, 302; political tools and, 132; prejudice and, 194; segregation and, 75–77, 132, 238; stereotypes and, 4, 19; strategy and, 255–60, 265; systemic racism, 75, 285; Voting Rights Act and, 132; white supremacists, 75, 78, 259
radio: actualities and, 227–28, 359n65; Cable News Network (CNN) and, 186, 189, 205; Carter and, 167, 169, 171–72; competition and, 44, 48, 52, 55, 186, 189, 193, 197; C-SPAN and, 184, 218, 282; differentiating cable and, 60–62, 69, 74, 76, 78; Federal Radio Commission (FRC) and, 18–20; Ford and, 163; Fox News and, 307–8; Imus and, 282; MTV and, 286; NARTB and, 44; National Broadcasting Company (NBC) and, 197; political tools and, 3, 5, 107, 116, 208, 218, 227; power of broadcasting and, 15, 18–22, 25, 27, 30–32, 40; regulation and, 5, 18–19, 21, 31, 163, 171; Reinsch and, 61; religion and, 198
Radio Act of 1927, 19
Radio Corporation of America (RCA), 20, 47, 143–44, 160
Radio Shack, 189
RAND Corporation, 80, 92, 115
Rasmussen, Bill, 159–60
Rasmussen, Scott, 159–60
Rather, Dan, 204
ratings, 5; American Broadcasting Company (ABC) and, 187; Cable News Network (CNN) and, 186–87, 191; Columbia Broadcasting System (CBS) and, 47, 187; C-SPAN and, 184, 191, 195, 220; Fox News and, 233; Gingrich and, 220, 227; Minow on, 17; Murrow on, 8; National Broadcasting Company (NBC) and, 43; Nielsen, 150, 158, 184; profit and, 7, 158, 187, 310; programming content and, 300; slave to, 17; Trump and, 7, 310
Rayburn, Sam, 29, 61, 226
Read, Leslie, 144
Reader’s Digest, 258–59
Reagan, Ronald: advertising and, 208; Bush and, 235, 257; Cable News Network (CNN) and, 186, 204; Caldwell and, 207–8, 306; campaign finance loophole and, 257–58; Carter and, 150, 176, 178, 184; counterculture and, 117; C-SPAN and, 184, 209, 219; democracy and, 306; deregulation and, 163, 199, 209, 235, 245, 288; El Salvador and, 217–18; entertainment and, 208–9; Fabrizio and, 257–60, 266; Fairness Doctrine and, 256; Federal Communications Commission (FCC) and, 163, 199, 235, 256; Fowler and, 163, 199, 235, 256; as governor, 117; as “Great Communicator,” 208, 218; growth and, 181; media team of, 208; mergers and, 176, 235; MTV and, 209; narrowcasting and, 208; political tools and, 207–9, 217–19, 227–28; Presidential Reelection System (PRES) and, 207–8, 306; regulation and, 235, 245, 253; sports and, 209; strategy and, 183–84, 256–58; Tuesday Team of, 208
regulation: activism and, 237–38, 241; anti-trust issues and, 64–65, 236, 238, 252; Blue Book of, 20; Bush and, 235; Cable Telecommunications Act and, 242; Cable Television Consumer Protection and Competition Act of 1992 (S.12) and, 272–73, 286–87; Carter and, 163, 166–77; CATV and, 236; “Choose or Lose” campaign and, 5, 274–77, 280, 284, 289, 291; Clinton and, 288–89, 300–301; commercialism and, 19, 235; competition and, 45, 53–57, 237–39, 246, 253, 287; conservatism and, 235, 243, 254, 288; consumers and, 236, 242, 244–50, 253; copyright and, 97; C-SPAN and, 273; cultural issues and, 236, 302; democracy and, 235; Democrats and, 234–35, 238–40, 251, 253–54; demographics and, 238; deregulation and, 66 (see also deregulation); differentiating cable and, 62–68, 71–73, 79; entertainment and, 250, 302; ethics and, 240; Fairness Doctrine of 1949 and, 20–21, 55, 76, 199, 210, 218, 256, 318n23, 357n22; FCC and, 10, 91–93, 97, 102–3 (see also Federal Communications Commission [FCC]); Ferris and, 169–70; Financial Interest and Syndication Rules, 91; First Report and Order on CATV, 65; franchise wars and, 239, 246, 249; Goldwater and, 235, 242–45; Gore and, 234, 248–53; Murrow on, 221, 286–87, 298–301; growth and, 158, 161, 180, 196, 199, 206; Houston and, 33, 236–40, 247; journalists and, 236; liberal and, 12, 20, 32–33, 122, 134, 147, 169–70, 240–41, 244; liberalism and, 234, 236, 253; licenses and, 18–22, 25, 32–33, 85, 90, 100, 104, 128, 199; lobbyists and, 235, 240, 242, 246; Malone and, 240–41, 249–53; markets and, 234–36, 244–47, 250–53; Minow and, 10, 15–18, 53, 60–64, 72, 77, 90, 170, 235, 317n5; monopolies and, 243, 247; “must carry” rule and, 248, 273, 287, 289, 295, 300; National Association of Broadcasters (NAB) and, 243, 248; National Broadcasting Company (NBC) and, 253;

Reid, T. R., 183

Reinsch:, J. Leonard: Carter and, 164; Cox Broadcasting and, 15, 60–62, 164; Daniels and, 63, 163; differentiating cable and, 60–64, 68, 73; Kennedy and, 15, 61; Minow and, 15–16, 60, 62; national conventions and, 203; news and, 61–62; Proposition 15 and, 63; radio and, 61; Rayburn attack and, 61; Roosevelt and, 15; Schildhause and, 73–74

religion, 109; CBN, 180, 181, 198, 259; differentiating cable and, 72; entertainment and, 198, 311, 354n87; evangelical, 198, 351n4, 354n87–88; markets and, 198, 295; National Religious Broadcasters and, 198; radio and, 198; Robertson and, 198; school prayer and, 220, 228; Trinity Broadcasting Network, 110, 198, 354n88

Rent-a-Citizen, 240

Rent-an-Institution, 240–41

Republican National Committee, 88, 153

Republican National Convention, 119, 120, 203, 285

Republicans: Cable News Network (CNN) and, 203–5; conservative women and, 197; C-SPAN and, 217; democracy and, 308–9; entertainment type of, 199; Fox News and, 6, 76, 211, 233, 305–9; free market and, 209; GOP TV and, 306; media bias and, 76; MTV and, 276, 285–88, 294–95, 298; Nixon-Agnew Television Network and, 87; political tools and, 114–15, 117–20, 137–38, 219–33; regulation and, 235, 243, 254; revenge politics and, 87–88, 92, 96; Senate Republican Actuality Network and, 227; strategy and, 253–59, 265–67, 272. See also specific politicians

Reston, James, 108

retransmission consent, 273, 287, 289, 300, 305

revenge politics: activism and, 91, 95–96; advertising and, 86–91, 95–98; antitrust issues and, 91, 99; bias and, 84–86, 89–91, 100–102; Columbia Broadcasting System (CBS) and, 87, 90–91; competition and, 85–86, 93–101, 104; conservatism and, 91, 97, 100; consumers and, 85, 93, 102; copyright and, 97, 103; Democrats and, 88, 90, 95–96, 105; demographics and, 98; Department of Dirty Tricks and, 90; deregulation and, 85, 98–103; elitism and, 85, 89–90, 100, 102; enemy lists and, 90; entertainment and, 86–87, 102, 104; IRS and, 90, 104; Johnson and, 93; journalists and, 84–86, 89–90, 102; legal issues and, 90, 97; liberalism and, 86, 91, 96, 104; licenses and, 85, 90, 100, 104; lobbyists and, 102; markets and, 93–103; Minow and, 90; monopolies and, 94; narrowcasting and, 96; National Broadcasting Company (NBC) and, 71, 91–92; National Cable Television Association (NCTA) and, 87; news and, 84–86, 89–92, 98–99; newspapers and, 104; Nixon and, 84–105, 87, 90, 112–13; Office of Telecommunications Policy (OTP) and, 84–85, 94–95, 98–104; ownership and, 91, 97, 102; profit and, 91, 95, 98, 104; public affairs and, 90; regulation and, 85, 90–104; Republicans and, 87–88, 92, 96; satellites and, 93–95, 103; taxes and, 88; Watergate and, 101 (see also Watergate); Weaver and, 91; Whitehead and, 84–85, 92–104
Revenue and Taxation Code, 50–51
Rhodes, John, 137
Rich, Frank, 307
Richardson, Elliot, 97
Rifkin, Monroe “Monty,” 133
Ritchie, Daniel, 241
Ritchie, Donald, 336n8
Roberts, Brian, 301
Robertson, Pat, 198
Rock the Vote, 280
Rocky Mountain News, 268
Rodino, Peter, Jr., 111
Rolling Stone (magazine), 118
Romney, George, 97
Roosevelt, Franklin, 15, 19, 64, 125, 288, 298
Rose, Charles, 154–55
Rose, Jonathan, 125
Rosencrans, Robert, 153
Rosenfield, Jackie, 193
Rossi, Shirley, 192
Rostow Report, 93
Rovere, Richard, 54
Rowan and Martin’s Laugh-In (TV show), 86–87, 282–83, 298–99
royalties, 103, 135
Rucker, Allen, 117–18
Rudman, Warren, 193

Sage, Florence, 217
Salinger, Pierre, 29
SALT Treaty, 165
Sanders, Bernie, 276
San Francisco Giants, 51
Santa Maria, California, 33–34
Sargent, Francis, 258–59
Sarnoff, David, 47–48
Sarnoff, Robert W., 47, 92
Satellite News Channel (SNC), 181, 188–91
satellites: American Broadcasting Company (ABC) and, 187–88; Cable News Network (CNN) and, 19, 156–57, 187–88, 263; capabilities of, 109, 135, 138–39; Carter and, 163, 165, 170; CBN and, 198; Clinton and, 282; Collect Satellite Network and, 261; C-SAPN and, 107, 139, 163, 187–88, 191, 196, 198, 227, 282; Federal Communications Commission (FCC) and, 16, 93, 103, 108, 135, 147, 163, 170, 248; Ferris and, 170; GCN and, 196; Group W Satellite Communications and, 188; growth and, 140–49, 156–60; Home Box Office (HBO) and, 110, 141–43, 147, 149, 198, 247; independent owners of, 247–48; launching, 16, 141, 143; MTV and, 282; Office of Telecommunications Policy (OTP) and, 108; political tools and, 135, 138–39, 227–31; power of broadcasting and, 16; regulation and, 236, 247–48, 252; revenge politics and, 93–95, 103; signal scramblers and, 247–48 strategy and, 261–65; Task Force on Communications Policy and, 93; technology of, 109, 138–39, 261–62; Trinity Broadcasting Network and, 198, 354n88; Whitehead and, 93–95, 108, 143
Satellite Technology for Christ, 198
Saturday Evening Post, 42
Saturday Night Live (TV show), 145
Scalia, Antonin, 108
scandal: bribery, 25, 111, 140, 240; campaign finance loophole and, 257–58; CamScam, 222; Clinton, 282, 292, 308; Clinton and, 282; expanded coverage of, 268; franchise wars and, 237–42; Johnson and, 37–40, 300; Kahn, 140; kickbacks, 240; regulation and, 237–42; Rent-A-Citizen, 240; Rent-an-Institution, 240–41; Sedition Act of 1798 and, 5; transparency and, 153; Van Doren, 27; Watergate, 7, 101, 118–24, 127, 131–32, 136, 139, 150, 151, 185, 234, 256, 268
Schildhause, Sol, 73–74, 170
Schlesinger, Arthur, 276
Schmidt, Robert, 162
Shapp, Milton, 47–50, 66–67, 120, 319n38
Shaw, Bernard, 279
Shine, Bill, 309
Searle, Robert, 88
Searle, Stanley, 44–55, 56, 133
Second Report and Order on CATV, 66–67
Sedition Act of 1798, 5
segregation, 75–77, 132, 238
self-interest, 25, 113
Senate Conference of the Majority, 230
Senate Republican Actuality Network, 227
700 Club, The (TV show), 198
sexism, 180, 280, 302, 309
Shakespeare, Frank, 87
Shapiro, Michael, 81, 117–18
Shapp, Milton, 47–50, 66–67, 120, 319n38
Shaw, Bernard, 185, 279
Shine, Bill, 309
Showbiz Today (TV show), 186
INDEX

Showtime, 147
Shuey, Tim, 121
Sigma Delta Chi, 84–85
Silicon Valley, 248, 303
Simon, Paul, 230
Sinatra, Frank, 15
Sirulnick, Dave, 276, 290
Six Crises (Nixon), 86
$64,000 Question, The (TV show), 27
60 Minutes, 311
Skiatron, 48
Sloan Commission, 83, 95–96, 198–99
Slosberg, Michael, 150–51
Small Business Administration, 171–72, 175
Smith, Ralph Lee, 74
Smith, Ralph Lee, 74
Smith, Ralph Lee, 74
Smoot, Dan, 76
social media, 309–11
Social Security, 217
Soren, Tabitha: background of, 276; Brown and, 277; Bush and, 289–90; Clinton and, 283–84, 293–95; Gingrich and, 294; MTV and, 283–85, 289, 293–98, 310; Stewart and, 275–76; young voters and, 276–77, 289
Southern California Theatre Owners Association, 51
Southernwestern Bell, 37
Spanish International Network (SIN), 180
spin doctors, 282
sports: American Broadcasting Company (ABC) and, 187; Cable News Network (CNN) and, 186–87, 189; C-SPAN and, 153, 155; differentiating cable and, 43, 48–50, 53–54, 69, 72; ESPN and, 6, 110, 160, 181, 190, 261, 280; gender and, 43; Home Box Office (HBO) and, 142–47; Malone on, 152–53; National Cable Television Association (NCTA) and, 163; political tools and, 215; programming and, 43, 48–50, 53–54, 135; Rasmussen and, 159–60; Reagan and, 209; Thrilla in Manila and, 142, 144
Sports Illustrated magazine, 147
Springer, Jerry, 258
Stans, Maurice, 97
Stanton, Frank, 16, 48, 323n23
Stassen, Harold, 27
State of the Union, 113, 228
Stephanopoulos, George, 282, 292
stereotypes, 4, 19
Stevenson, Adlai, 15
Stewart, Alison, 275–76
“Stop McGovern” coalition, 118–19
Storer, 239–40
Subscription TV (STV): activism and, 55, 57–58; anti-trust issues and, 51–52; Black Americans and, 53; competition and, 42, 45, 51–59; consumers and, 54; differentiating cable and, 64; Fairness Doctrine and, 55; Federal Communications Commission (FCC) and, 45, 49–50, 55, 57, 59; legal issues and, 47, 51–52, 58–59; markets and, 51; ownership and, 50; Phonathon of, 57; Proposition 14 and, 58; Proposition 15 and, 55, 58; public affairs and, 48, 54; Weaver and, 42, 45, 51–58

Swain, Susan, 201–2

Taishoff, Sol, 169
talk shows: Clinton and, 281–82, 292–93; C-SPAN and, 155, 194–95; Donahue and, 199, 263, 282; Larry King Live, 186, 263, 281–82, 286–89; Limbaugh and, 286; Meet the Press and, 228; Morton Downey Show, 258; political tools and, 228; presidential candidates and, 4, Prime News, 186; Springer and, 258; strategy and, 258, 260, 264

Task Force on Communications Policy, 93
taxes: Bush and, 289–90; differentiating cable and, 78, 82; Dukakis and, 261; excise, 12, 78; Forbes’ flat, 296; IRS and, 11, 90, 104; National Cable Television Association (NCTA) and, 12; O’Konski and, 31; political tools and, 132, 228, 230; regulation and, 234, 238; revenue politics and, 88; Revenue and Taxation Code and, 50–51

Taylor, Arthur, 126–28

Team Up to Clean Up (TV show), 280

Teasley, Gerri, 52, 55

Telecommunications Act of 1996: Clinton and, 298, 300–302; Gore and, 298–302; MTV and, 277; regulation and, 234, 277, 298, 300–302, 307

Telecommunications Inc. (TCI), 197; AT&T and, 303; Fox News and, 307; Hindery and, 303; Malone and, 147, 152, 240–41, 249–53, 289, 307; regulation and, 240–41, 249–54; strategy and, 268

Telecommunications Management, 239
telephone companies: Bell System and, 18, 37, 68, 92, 133, 166 (see also American Telephone and Telegraph Company [AT&T]); cable companies using poles of, 10, 12, 36–37, 47, 133, 143; Capital Cable and, 37; Carter and, 166–69; petition and, 10, 12, 36–37, 40, 47, 68, 278, 300, 303; growth and, 141, 143, 155; markets and, 10, 12, 18, 36–37, 40, 47, 68, 74, 92, 133–35, 141, 143, 155, 166, 169, 242, 253, 278, 298, 300, 303; monopolies and, 18–19, 23, 47, 82, 93, 133, 143, 166, 243, 303, 361; political tools and, 133–35; regulation and, 238, 242, 253, 277, 298, 302, 307; Telecommunications Act of 1996 and, 238, 277, 298, 302, 307; Tomlin and, 298; utopian dreams of, 74

TelePrompTer, 82, 119, 140, 143, 153, 176, 240

Television: The Business Behind the Box (Brown), 21

Television Digest, 129

Texas Broadcasting Corporation, 32, 39

Texas Cable TV Association, 141

Texas Law Review, 234

theaters: competition and, 43–44, 50–52, 58–59; growth and, 146; legal issues and, 51–52

Thompson, Hunter S., 80–81

Thompson, Laetitia, 293

Thrilla in Manila, 142, 144

Tiananmen Square, 278

Time Inc., 147, 176, 243

Time Warner, 141, 303

tobacco, 21, 182

Today (TV show), 45, 187

Tomlin, Lily, 298

Tomkins, Kenneth, 140

Tonight Starring Jack Paar (TV show), 27

Top Value Television (TVTV): founders of, 117–18; MTV and, 277, 285; Orth and, 118–20, 196, 204; political tools and, 117–22; press credentials and, 118; Shamburgh and, 81

To Renew America (Gingrich), 294

Town Hall meetings: Carter and, 165; Clinton and, 293; Dukakis and, 263–64, 282; strategy and, 6, 72, 165, 220, 263–64, 281–82, 292–93

Townshend, Pete, 275

Treach, 285

Treleaven, Harry, 87

Trinity Broadcasting Network, III, 198

Truman, Harry, 24

Trump, Donald: celebrity status of, 6, 281; Conway and, 295; democracy and, 6, 211, 281, 309–10; divisiveness of, 6; entertainment and, 211, 309–11; Fox News and, 6, 211, 309, 314n23; illiberalism and, 309;
Larry King Live and, 281; Presidential Reelection System (PRES) and, 211; rat-
ings and, 7, 310; real estate and, 281
Tsongas, Paul, 234
Tuesday Team, 208
Turner, Ted, 196; anti-
tru
st issues and, 188; background of, 181–82; bare-
bones approach of, 185, 187; bias and, 156; Cable News Network (CNN) and, 156–58, 177–78, 181–91, 210, 261, 278, 314n23; Carter and, 177–78; celebrity anchors and, 185; Clinton and, 274; com-
petition and, 178, 187–91; elitism and, 183, 188, 274; Federal Communications Commission (FCC) and, 170, 187; growth and, 141, 156–58, 278–79; journalists and, 178, 181, 187; Lamb and, 183; lawsuits and, 188, 190; mergers and, 187; mission of, 183–84; National Cable Tele-
vision Association (NCTA) and, 157–58, 188; New York Times and, 156; ownership and, 187; Robertson and, 198; SNC and, 181
Turner Broadcasting System (WTBS): Fer-
ris and, 170; growth and, 147, 158, 181; rates of, 190–91; Robertson and, 198; We are the Democrats and, 217
TV & Communications (magazine), 56, 88, 133, 163
TV Cable, 37–38
TV Guide, 165–66
Twenty-One (NBC shoe), 27
Twitter, 310
UA-Columbia, 240
Ultra High Frequency (UHF) band, 22, 33, 67, 77–78
United Citizens for Nixon-Agnew, 87
United Nations, 156–57, 279
United Nations Foundation, 274
United States v. Southwestern Cable Co., 79
University of Texas-Austin, 261
Urban League, 237
USA Network, 191, 261
USA Today, 202
U.S. Conference of Mayors, 245
U.S. Court of Appeals, 238, 248
U.S. Supreme Court, 20, 79, 257
Valenti, Jack, 103
Valley Cable TV, 189
Van Deerlin, Lionel, 134, 138–39
Van Doren, Charles, 27
V-chip, 300
Very High Frequency (VHF) band, 22, 32–33
Viacom, 91, 125, 241, 268, 275
Vietnam Veterans Against the War, 119
Vietnam War: activism and, 78, 107, 119, 308; Clinton and, 282; Johnson and, 113, 309; Kerry and, 308; Kissinger and, 119; Kovic and, 119; Lamb and, 107; Nixon and, 92; political tools and, 113, 119, 132; pulling out of, 190
Viguerie, Richard, 232
Village Voice, The, 118, 196
Voting Rights Act, 132
Walker, Robert “Bob,” 4, 214, 220, 222–26
Wallace, George, 117
Wallop, Malcolm, 267
Wall Street Journal, 35, 38, 58, 198, 218, 308
Walters, Barbara, 187
Warner-Amex, 176, 234, 239, 275
Warner Cable, 149–51, 174, 176, 240–41, 303
Washington Post, 141, 153, 183, 220, 224, 267
Washington Times, 267–68
wasteland, 17
Watch Dogs of Congress, 193
Watergate: Dean and, 150, 1SI; “hangover” of, 124; Mansfield and, 123–24, 169; Nixon and, 7, 101, 118–24, 127, 131–32, 136, 139, 150, 1SI, 185, 234, 256, 268; political tools and, 108–13, 123–24, 127, 131–32, 136–37, 139; as proof of concept, 136–37; strategy and, 256, 268; as television sensation, 123–24, 127; as threat to broadcasting, 108; Wirth and, 7, 131–32, 234, 256, 268
Watergate Babies, 131, 234
Watson, George, 178
We are the Democrats (TV show), 217
weather, 47, 56, 69, 71, 80, 186, 189, 262
Weaver, Sylvester “Pat”: advertising and, 45–48, 53, 91; background of, 45; competition and, 42–58; cultural issues and, 25, 45, 51; National Broadcasting Company (NBC) and, 25, 42–48, 51, 91; Operation Frontal Lobes and, 45; Phonathon of, 57; power of broadcasting and, 25; revenge politics and, 91; Sarnoff and, 47–48, 92; Subscription TV (STV) and, 42, 45, 51–58; Today Show and, 45; The Tonight Show and, 45
For general queries, contact webmaster@press.princeton.edu
Weinberg, Tom, 117–18
Welch, Louie, 236
Western Electric, 18
Westinghouse Broadcasting Company, 176, 241
Westmoreland, William, 113
Whaling City Cable TV, 216
Wheeler, Tom: advertising and, 1–2; background of, 162–63; blames consultants, 239–40; Cable News Network (CNN) and, 157–58; Cable Political Advertising Workshop and, 1–3; “How the Electorate Wins in the End,” 3; lobbyists and, 162; National Cable Television Association (NCTA) and, 1, 135, 162, 241, 243; overselling issues and, 241; political tools and, 135; regulation and, 239, 241–43
White, Theodore, 27
White, William S., 54
Whitehead Clay “Tom”: background of, 92–93; Cabinet Committee and, 97, 101; Carter and, 166–68; “ideological plugola” and, 85, 99–100; National Cable Television Association (NCTA) and, 277–78; Nixon and, 84–85, 92–104, 167–68; Office of Telecommunications Policy (OTP) and, 84–85, 94–95, 98–103, 108, 126, 166–68; Open Skies and, 93–94, 143; political tools and, 108, 126; regulation and, 250; revenge politics and, 84–85, 92–104; Rostow Report and, 93; Rowan and Martin’s Laugh-In and, 86–87; satellites and, 93–95, 108, 143; Sigma Delta Chi and, 84–85; Task Force on Communications Policy and, 93
Whiteside, Thurman, 25
Williams, John Bell, 76
Williams, Megan, 117–18
“Wired Nation, The” (Smith), 74
Wirth, Timothy: background of, 131–32; Bush and, 7, 273, 368n78; Class of ’74 and, 131; Clinton and, 7, 273–74; Daniels and, 132–33, 268, 270, 273; Goldwater and, 7, 235, 245, 361n4; Gore and, 7, 135, 234, 248, 267, 271–73, 368n78; liberalism and, 131, 234, 256, 361n4; pole attachments and, 133–35, 222; political tools and, 132–35, 222; regulation and, 234–35, 245, 248, 267, 271–72, 361n4; strategy and, 255–57, 267–73, 368n78; as Undersecretary for Global Affairs, 274; United Nations Foundation and, 274; Watergate and, 7, 131–32, 234, 256, 268
Wolfe, Tom, 80–81
“Women and Politics” initiative, 280
“Wonderful World of Cable” (NCTA), 69
Wright, Jim, 137
Zackon, Richard, 2
Ziegler, Ron, 89