1. Introduction

Lack of much good future-oriented discussion of TV A . The importance of the issues B . 1. Social and behavioral impact 1. Mirror and shaper of society; the conflict G 2. TV and politics 4. Ultimate importance of communications in democracy The 20-year stagnation of TV -- does it have a future? 6. D The sterility and rigidity of public policy 1. The problem of regulation > 2. The communications regulations process and TV 3. The dilemma of electronic innovation & TV stagnation E. Time perspective problems: seasons, decades, centuries F. Historical perspective 1. The mass media (printing presses in UK, US; pamphlets and village green, etc.; nospapers; magazines; radio) 2) History and rationale (original and current) of First Amendment TV in perspective 1. TV & other media 2. TV as an industry 3. Scarcity and time 4. TV as utility under public interest regulation H./Impressionism v. Structural analysis (McLuhan v. Innis) 7 I. We aren't in control, but we need to get hold of the situation, and that's what this book is all about

2. How Television Got to Be TV

A. The invention of television

1. Early Technology

2. Radio with pictures

1. The nature of broadcasting and evolution of the industry

2. The Radio and Communications Act

3. Perceptions:

a. Assumptions of technology and the "press"

b. Issues and debate

c. Routes not taken; what was and wasn't decided

C. The beginnings of the industry

1. First commercial practices and efforts & regulatory attitudes

2. Evolution of industry and regulation in the 50's

D. Television becomes TV

1. TV in the 60's and 70's

2. Impact on society, economy and other media

3. Evolution of regulation in the60's and70's

E. The growth of our perceptions of TV (critics, commentators, polls,

and politicians)

F. TV as a form

- A. What is TV?
 - 1. TV as form

2. TV as induskxy medium

- 3. TV as industry
- 4. TV as public utility

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- B. Constraints
 - 1. The fewness of stations
 - 2. The nature of the commodity of time
 - 3. Vertical integration and responsibility
 - 4. The advertising base and lack of workable pay mechanism/precedent
- C. The economics of television
 - 1. Advertisingand audiences: what is bought and sold?
 - 2. Networking and localism
 - 3. Ratings and competition: local/national; other stations/other media
- D. The programming process and incentives
 - 1. What is bought and sold
 - 2. Front office v. talent
 - 3. Competition v. vying and the lack of new entry possibilities
- Ex 4. Outside influences: critics, regulators, politicians

E. TV journalism and the political process

1. Journalism on TV

2. Politics and TV

F. Fairness and access

G. The symbiosis of Washington and New York (regulator and regulated)

4. Two Exceptions: Public TV and CATV

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A. Public TV and CATV as exceptions to the scheme

- Rx 1. Scarcity and geographical coverage of allocations & economics
 - 2. Economics
- B. Public Television
 - 1. Øriginal reservations for educational non-commerfial use
 - 2. History of educational television
 - 3. Carnegie Commisson report and CPB
 - 4. Funding issues
 - 5. Conflicts in public TV and its role
 - a. Audience
 - b. Answerability and control
 - c. Federal funding and role of CPB, NEA, HEW
 - d. Governmental programming & control

C. CATV

- 1. Mixkerigak Growth of Cable CATV and translators
- 2. Distant signal issues
- 3. Pay and copyright
- 4. Regulation as adjunct to broadcasting
- 5. Program origination
- 6. Regulatory issues and uncertainty
- D. Implications
 - As with radio and commercial TV , we have a problem perceiving what ultimate character and role of these institutions is, as opposed to minutiae of the moment
 - 2. Clear that neither public TV or CATV(qua distant signals) can serve as vehicle for significant change in television

CIN 34005 5. The Box the Tube Is In

A. The Issues

1. Homogeneity, diversity, quality, etc.

2. Access, fairness, equal time, etc.

3. Public service requirements and favored programming

4. License renewal -- who decides?

2. Public TV -- government funding, control, and taste

6. Cable -- adjunct of new medium?

7. Is it press under the First Amendment?

B. Structural incentives v. public policy goals

C. Licensing the media and the First Amendment

1. Compatability and implications

2. Current symbiosis between industry and policicians

D. The rigidity and sterility of bu regulated media

1. Locking out/technologies and services

2. Inability to restructure

3. If you don't have it, how do you know you need it?

E. The Communications Act and the First Amendment

1. Court interpretations of FCC authority

2. Wisdom v. legality

3. The problem of perception (cf. D3 above) 4. Which comes first, the Act and, its structure, or the First Amendment?

F. How television could have been different

-1. Television in other countries

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A. Why and how we should look at new technologies

1. May complicate or ease our policy dilemma & perceptions

2. Look at transmission separately from production/selection

B. New transmission tecnologies, + their in planting

1. Cable, fiber optics, lasers, satellites, etc.

2. Wholesaleing v. local distribution

3. Channel scarcity exchanged for ExGRAMINERXMEXER abundance

4. Economies of scale in new and old technologies

5. Access, responsibility and control in channel abundance

C./Programming technologies

1. Cameras, studios, etc.

2. Distributed transmit & record capability

3. Uplink technology and TV set design

4. Information services

5. Billing mechanisms

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1. We can buy what we want

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2. Perspective: The Bigger Issues In the Future of Television

A. Axkimm A time to reexamine premises and perceptions

1. Contrast possibilities of Chap. 6 with box of Chap. 5

- 2. Forcing cable into the broadcast TV model; it will fit, but is it wise?
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FCC and the Court deciding narrowly if the FCC can act

B. The 3 big directions for the future (including discussion of each)

- 1, Continued muddling under the '34 Act
- 92. Public interest regulation of broadcaster & cable operator as public trustee
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C. The future of the mediax media industry

- 1. The public stake, the varying industry stakes, in transmission and programming
- 2. Vertical integration: can Big Media be a Free Press?
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2. Is the public interest something to be explicitly determined

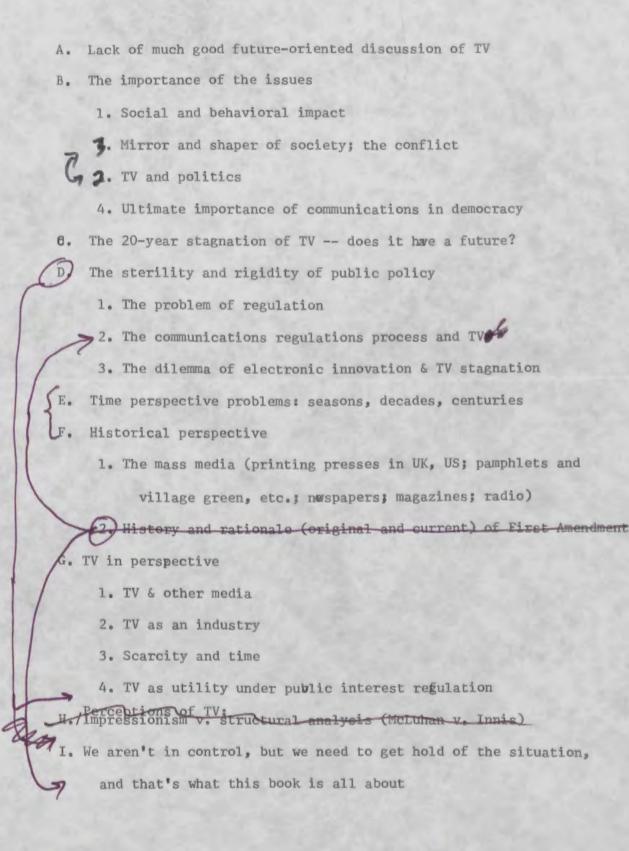
and enforced, or something to evolve within the society?

3. What is a "society" anyway; how different from a "public"

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9. The First Amendment of the Future

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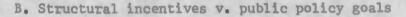
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