

# 1. Introduction

- A. Lack of much good future-oriented discussion of TV
- B. The importance of the issues
  - 1. Social and behavioral impact
  - 3. Mirror and shaper of society; the conflict
  - 2. TV and politics
  - 4. Ultimate importance of communications in democracy
- C. The 20-year stagnation of TV -- does it have a future?
- 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.; newspapers; magazines; radio)
- ~~2. History and rationale (original and current) of First Amendment~~
- G. 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. Perceptions of TV: Impressionism v. structural analysis (McLuhan v. Innis)~~
- 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
- B. Radio broadcasting as precedent *in the 1920s*
  - 1. The nature of broadcasting and evolution of the industry
  - 2. The Radio and Communications Act <sup>5</sup>
  - 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

~~XXXXXXXXXXXXXXXXXXXX~~
- 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 the 60's and 70's
- E. The growth of our perceptions of TV (critics, commentators, polls, and politicians)
- F. TV as a form

### 3. Why TV Is What It Is Today

#### A. What is TV?

1. TV as ~~form~~
2. TV as ~~industry~~ medium
3. TV as industry
4. TV as public utility

~~Ex The fewness of stations~~

#### 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. Advertising and 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)

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4. Two Exceptions: Public TV and CATV

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. Original reservations for educational non-commercial use
2. History of educational television
3. Carnegie Commission 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. ~~Mixtured~~ 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

1. 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

7/11/95

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?
- 5. Public TV -- government funding, control, and taste
- 6. Cable -- adjunct of new medium?
- 7. Is it press under the First Amendment? *yes, but ...*

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 politicians

D. The rigidity and sterility of ~~the~~ regulated media

- 1. Locking out/<sup>new</sup> 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 <sup>the process it creates,</sup> ~~its structure~~, or the First Amendment?

F. How television could have ~~been~~ been different

*move to front*

- ← 1. Television in other countries
- 2. How it could be different (deintermixture, low power UHF, common carriers, drop-ins, limited affiliations, cable as new medium, etc.)

*→ question placement here*

## 6. New Kinds of Television for Tomorrow

### 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

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### B. New transmission technologies, *& their implications*

1. Cable, fiber optics, lasers, satellites, etc.
2. Wholesaleing v. local distribution
3. Channel scarcity exchanged for ~~economies of scale~~ abundance
4. Economies of scale in new and old technologies
5. Access, responsibility and control in channel abundance

### C. <sup>New</sup> Programming technologies

1. Cameras, studios, etc.
2. Distributed transmit & record capability
3. Uplink technology and TV set design
4. Information services
5. Billing mechanisms

### D. What it means for programming

1. We can buy what we want
2. Flexibility in time of watching
3. Choosing to watch programs rather than to watch TV
4. Flexibility of economics: specialty advertising and pay
- 5. Changed viewer habits → *done for film*

### E. The problem of incentives

1. The critical mass problem and economic incentives
2. If it can't be offered you can't know you want it
3. The cable operators role as monopolist & incentives for innovation

### F. The inadequacy of broadcasting as a precedent for the new kinds of television

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

A. ~~Action~~ 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?
3. Bureaucratic drift of FCC program regulation
4. Sooner or later the Court will have to decide → *that's part of the problem*
5. We should decide clearly & openly rather than relying on the 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
2. Public interest regulation of broadcaster & cable operator as public trustee
3. Common carrier transmission and programming competition

C. The future of the ~~media~~ media industry

1. The public stake, the varying industry stakes, in transmission and programming
2. Vertical integration: can Big Media be a Free Press?

D. Access: free speech v. free press

E. Mirror or shaper of society? Power and danger of concentration of control

F. The momentum of the current scheme

- G. The choice is clear, but can we ~~structure~~ *allow for* realistic competition to avoid monopoly and government control?

## 8. The Way Out

- A. The impossibility of getting out of the box without "cable"
- B. The print media as model and the need for ~~conceptual discipline~~  
conceptual discipline (aimed at Court and Congress)
- C. The cable policy
  - 1. Long-term goals
  - 2. Transition period
- D. The future of TV broadcasting
  - 1. Need to work from where we are
  - 2. Access v. fairness
  - 3. Program regulation and license renewal criteria
  - 4. Networks and competition
- E. Television in the future
  - 1. Cable and broadcasting as businesses
  - 2. Video as a business (programming)
  - 3. The consumer and the media business
  - 4. The politician and the media
  - 5. What would be produced and/or watched? what will it be like?
- F. How do we decide if it's what we want?
  - 1. Are we willing to forego individual freedom for bigger public goals?
  - 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"  
that is governed, even if by people chosen from the society itself?



9. The First Amendment of the Future