

THE RISE OF CABLE PROGRAMMING IN THE UNITED STATES

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Revolution or Evolution?

TV-PG

TV-PG

Megan Mullen

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⏮ **Paid Programming**

Rise Of Cable Programming In The United States

**United States. Federal
Communications Commission**



Rise Of Cable Programming In The United States:

The Rise of Cable Programming in the United States Megan Mullen, 2009-06-23 Winner McGannon Communications Research Award 2004 In 1971 the Sloan Commission on Cable Communications likened the ongoing developments in cable television to the first uses of movable type and the invention of the telephone Cable s proponents in the late 1960s and early 1970s hoped it would eventually remedy all the perceived ills of broadcast television including lowest common denominator programming inability to serve the needs of local audiences and failure to recognize the needs of cultural minorities Yet a quarter century after the blue sky era cable television programming closely resembled and indeed depended upon broadcast television programming Whatever happened to the Sloan Commission s revolution now in sight In this book Megan Mullen examines the first half century of cable television to understand why cable never achieved its promise as a radically different means of communication Using textual analysis and oral archival and regulatory history she chronicles and analyzes cable programming developments in the United States during three critical stages of the medium s history the early community antenna CATV years 1948 1967 the optimistic blue sky years 1968 1975 and the early satellite years 1976 1995 This history clearly reveals how cable s roots as a retransmitter of broadcast signals the regulatory constraints that stymied innovation and the economic success of cable as an outlet for broadcast or broadcast type programs all combined to defeat most utopian visions for cable programming

A History of Television News Parody in America Curt Hersey, 2022-07-26 In this book Curt Hersey explores the history of U S media demonstrating how news parody has entertained television audiences by satirizing political and social issues and offering a lighthearted take on broadcast news Despite shifts away from broadcast and cable delivery comedians like Samantha Bee Michael Che and John Oliver continue this tradition of delivering topical humor within a newscast format In this history of the television news parody genre Hersey critically engages with the norms and presentational styles of television journalism at the time of their production News parody has increasingly become part of the larger journalistic field with viewers often turning to this parodic programming as a supplement and corrective to mainstream news sources Beginning in the 1960s with the NBC program *That Was the Week That Was* the history of news parody is analyzed decade by decade by focusing on presidential and political coverage as well as the genre s critiques of television network and cable journalism Case studies include *Saturday Night Live* s *Weekend Update* HBO s *Not Necessarily the News* Comedy Central s original *Daily Show* *The Daily Show* with Jon Stewart and *The Colbert Report* and HBO s *Last Week Tonight with John Oliver* Scholars of media history political communication and popular culture will find this book particularly useful

U.S. Industrial Outlook , 1992 Presents industry reviews including a section of trends and forecasts complete with tables and graphs for industry analysis

Cable Visions Sarah Banet-Weiser, Cynthia Chris, Anthony Freitas, 2007-09 Looks beyond broadcasting s mainstream toward cable s alternatives to critically consider the capacity of commercial media to serve the public interest This work offers an overview of the industry s history and regulatory trends

case studies of cable newcomers aimed at niche markets and analyses of programming forms introduced by cable TV

U.S. Industrial Outlook for ... Industries with Projections for ..., 1982 The Hallmark Channel Emily L.

Newman, Emily Witsell, 2020-04-29 Originally known as a brand for greeting cards Hallmark has seen a surge in popularity since the early 2010s for its made for TV movies and television channels the Hallmark Channel and its spinoffs Hallmark Movie Channel now Hallmark Movies Mysteries and Hallmark Drama Hallmark's brand of comforting often sentimental content includes standalone movies period and contemporary television series and mystery film series that center on strong intuitive female leads By creating reliable and consistent content Hallmark offers people a calming retreat from the real world This collection of new essays strives to fill the void in academic attention surrounding Hallmark From the plethora of Christmas movies that are released each year to the successful faith based scripted programming and popular cozy mysteries that air every week there is a wealth of material to be explored Specifically this book explores the network's problematic relationship with race the dominance of Christianity and heteronormativity the significance placed on nostalgia and the hiring and re hiring of a group of women who thrived as child stars *Television* Katie Kawa, 2018-07-15 It is sometimes said that we are living in a Golden Age of television What does that mean and how did we get there Readers find the answers as they trace the history of television from its invention to the current age of Peak TV This fascinating story is presented to readers through informative main text annotated quotations detailed sidebars primary sources and a comprehensive timeline Television has changed nearly every aspect of life in many countries and readers are sure to be excited by this fun and fact filled look at how history and television have influenced each other *FCC Record* United States. Federal Communications Commission, 1988 **Media Libraries in an Age of Unending Consumption** Mike Van Esler, 2023-10-24 As the home video market upended traditional film industry models media libraries emerged as important sources of ancillary revenue The inflection point for media library exploitation came in 2007 when Netflix launched its streaming service relying on extensive licensing of film and television libraries to grow its subscriber base In this book Mike Van Esler examines how media libraries and business models have evolved since the home video era with particular emphasis placed on the streaming age of the past fifteen years Van Esler argues that media libraries have grown beyond their usages from the pre home video era to become central to today's corporate media strategy By studying the ways in which media library exploitation has scaled up since the turn of the new millennium the author identifies insights into larger media industry trends Ultimately this book explores the intersection of corporate media independent distributors private equity tech companies and audiences Scholars of media studies business and sociology will find this book of particular interest **History of the Mass Media in the United States** Margaret A. Blanchard, 2013-12-19 The influence of the mass media on American history has been overwhelming History of the Mass Media in the United States examines the ways in which the media both affects and is affected by U S society From 1690 when the first American newspaper was founded to 1995 this encyclopedia covers more

than 300 years of mass media history History of Mass Media in the United States contains more than 475 alphabetically arranged entries covering subjects ranging from key areas of newspaper history to broader topics such as media coverage of wars major conflicts over press freedom court cases and legislation and the concerns and representation of ethnic and special interest groups The editor and the 200 scholarly contributors to this work have taken particular care to examine the technological legal legislative economic and political developments that have affected the American media

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