

Index

Bold type indicates main entries and their page numbers. Illustrations are marked by (ill.).

A

Aaron Spelling Productions, 159–63
ABC News, 181, 184, 184 (ill.)
ABC's Wide World of Sports, 8–9
Act III, 108
After All (Moore), 121
Ailes, Roger, 1–6, 6 (ill.)
 broadcasting experience of, 2
 childhood and education of, 2
 Fox News Channel development and
 management by, 5–6
 NBC and, 5
 on political bias at Fox News, 5
 political consulting career of, 1–2, 3–4
 television news producing, 4–5
 television producing experience of, 2, 3
 theatrical producing experience of, 3
 on work, 1, 2
Alda, Alan, 76, 76 (ill.), 77
Ali, Muhammad, 13
All in the Family, 101, 105–6, 152
All My Children, 125, 129–30
Allen, Woody, 112
Alterman, Eric, 6
A.M. Chicago, 189
America Online (AOL), 175
American Heritage, 56, 60
American Telephone and Telegraph (AT&T),
 144, 145
America's Intelligence Wire, 54

And the Band Played On (film), 162
Angel Network, 193
Another World, 127
The Apprentice, 37
Arledge, Roone, 7–15, 7 (ill.)
 ABC News leadership and, 11–15
 ABC sports success of, 8–11
 awards won by, 13–14
 childhood of, 7–8
 early television experience of, 8
 education of, 8
 on *Nightline*, 13
 on show business and sports, 7, 8
 television career summarized, 7
Arnaz, Desi, 18–19, 20 (ill.)
Arnaz, Desi, Jr., 22
Arnaz, Lucie, 22
Arnett, Peter, 177
Arthur, Bea, 106
As the World Turns, 126–27
AT&T (American Telephone and Telegraph),
 144, 145
Auletta, Ken, 179

B

Ball, Lucille, 17–23, 17 (ill.), 20 (ill.)
 awards and inspiration of, 22–23
 on being funny, 17
 childhood of, 18
 Desilu Productions and, 21–23

I Love Lucy and, 19–22
 on *I Love Lucy* development, 19
 on marriage to Desi Arnaz, 19
 movie career of, 18–19
 radio career of, 19
 television career summarized, 17
 as television producer, 22
 training of, 18
The Barbara Walters Specials, 181, 185, 186–87
Berle, Milton, 25–31, 25 (ill.), 28 (ill.)
 awards won by, 30
 on failure of television show, 28
 on his style of comedy, 25
 on his vaudeville years, 26
 movie and nightclub work of, 26–27
 post-1950s work of, 30
 as radio show host, 27
 as show business child, 25–26
 television career summarized, 25
 television show success of, 27
 vaudeville background of, 26
 BET (Black Entertainment Television), 95–97
 BET Holdings, 96–99
 BET.com, 97–98
 Better World Society, 179
Beverly Hills, 90210, 157, 160–62
The Bill Cosby Show, 51
Black Collegian (magazine), 94, 95, 99–100
Black Enterprise (magazine), 99
 Black Entertainment Television (BET), 95–97
 Bliss, Edward, Jr., 59
 Blue Network, 144
The Boy in the Plastic Bubble, 159
The Brady Bunch, 102, 103
Brill's Content, 5
 Brinkley, David, 11, 58
Broadcasting and Cable, 130
 Broadway Video, 115
 Bunker, Archie, 102, 104
 Bunker, Edith, 104
Burnett, Mark, 33–39, 33 (ill.)
 on basis of reality show success, 37
 books written by, 38
 business and military ventures of, 33–34
 childhood and young manhood of, 33–34
 commercials on reality shows of, 38–39

 endurance races and, 34–35
 on his work in television, 33
 product placement success of, 38–39
 reality television invented by, 35–36
 on *Survivor*, 35
 television career summarized, 33
 television production company and
 programs of, 36–38
Business Week, 96

C

Cable News Network (CNN), 171, 176–77
 Cable television. *See* Ailes, Roger; Johnson, Robert L.; McGrath, Judy; Turner, Ted; Winfrey, Oprah
 Caesar, Sid, 74–75
 Canadian Broadcasting Company (CBC), 112, 113
 Cantor, Muriel G., 159
 Carman, John, 183
 Carson, Johnny, 113
 Cartoon Network, 178
 Carugati, Anna, 159, 162
 Casting for television roles, 159
 Castleman, Harry, 154
 Cathode Oscillite television receiver, 65
 Cathode ray tube, 196
 CBC (Canadian Broadcasting Company), 112, 113
 CBS (Columbia Broadcasting System).
 See Paley, William S.
CBS Evening News, 55
Charlie's Angels, 152, 152 (ill.), 158
Charmed, 163
Cheers, 167
 Children's programs. *See* Cooney, Joan Ganz; Cosby, Bill
Classic Sitcoms: A Collection of the Best in Prime-Time Comedy (Waldron), 101, 102, 106
 CNBC, 5
 CNN (Cable News Network), 171, 176–77
 Collins, Scott, 3
The Color Purple (book and movie), 191
 Colorization (of movies), 177

Columbia Broadcasting System (CBS).
 See CBS (Columbia Broadcasting System)

Comedy programs. *See* Ball, Lucille; Berle, Milton; Cosby, Bill; Gelbart, Larry; Lear, Norman; Michaels, Lorne; Moore, Mary Tyler; Silverman, Fred

Commercialism, 38–39

Cooney, Joan Ganz, 41–46, 41 (ill.), 45 (ill.)
 awards and achievements of, 44, 45, 45 (ill.), 46
 childhood and education of, 41–42
 Children's Television Workshop successes of, 43–46
 documentary production experience of, 43
 research about education and television performed by, 43
 social activist motivations of, 41–42
 on television and education, 43
 television career summarized, 41

Corporation for Public Broadcasting (CPB), 94

Cosby, Bill, 47–54, 47 (ill.), 50 (ill.)
 African American family image embodied by, 52–54
 awards won by, 51, 52
 books written by, 53
 childhood of, 48
 children's television programming and, 51–52
 on common human experience vs. racism, 47, 49
 education of, 48–49, 52
 as first African American television action-adventure star, 50–51, 50 (ill.)
 generosity of, 54
 on negative television stereotypes of African Americans, 52–53, 53–54
 stand-up comedy background and experience of, 49
 television career summarized, 47
 tragedies endured by, 53
 as trusted product endorser, 51
 values expressed by, 53–54
The Cosby Show, 52–53
 Cosell, Howard, 12, 12 (ill.), 13
Crazy Like a Fox (Collins), 3

Cronkite, Walter, 55–62, 55 (ill.), 61 (ill.)
 on American space program, 60

awards won by, 61, 61 (ill.)
 as *CBS Evening News* anchorman, 58–60
 childhood and education of, 56
 on disappointing developments at CBS News, 62
 on early days of television news, 55, 58
 early years at CBS television, 57–58
 ethics and values of, 56, 59–61
 image and identity as trusted American, 55, 58
 journalism experience of, 56–57
 post-anchorman years of, 61–62
 television career summarized, 55
 transition from radio to television of, 136
 wartime reporting of, 57

Culp, Robert, 50, 50 (ill.), 51

D

Daytime dramas. *See* Nixon, Agnes

Desilu Productions, 21–23

Diagnosis Murder, 156

The Dick Van Dyke Show, 120–21, 124

Diller, Phyllis, 112

Donahue, Phil, 189

Donaldson, Sam, 11

Downs, Hugh, 184

Dramatic programs. *See* Silverman, Fred; Spelling, Aaron; Tartikoff, Brandon

Dramedy, 77

Dynasty, 157, 160

E

Ebersol, Dick, 114, 168

Eco Challenge, 34–35

The Ed Sullivan Show, 29

Educational programs. *See* Cooney, Joan Ganz; Cosby, Bill

Edwards, Douglas, 58

The Electric Company, 45, 51

Electronic Learning, 43

Embassy Communications, 108

ESPN 25 (Hirshberg), 8

Evans, Florida, 106–7

F

Fairness and Accuracy in Reporting (FAIR), 6
Family, 159
Family Ties, 167
Fantasy Island, 158–59
 Farnsworth, Kent, 69
Farnsworth, Philo T., 63–71, 63 (ill.), 67 (ill.)
 awards and recognition of work of, 69–70
 childhood and early interest in electronics of,
 63–64
 education of, 64–65
 Farnsworth Radio and television
 corporation years of, 69
 importance to television technology of, 63
 invention of electronic television by, 62, 64–66
 legal battles with RCA (Radio Corporation of
 America), 66, 68, 68–69
 Philco research division work years, 68–69
 research and inventions of later years of, 69–70
 Sarnoff and, 145–46
 Zworykin and, 199–200
 Farrell, Mike, 75, 76 (ill.)
Fat Albert and the Cosby Kids, 51–52
 Federal Communications Commission (FCC),
 134–35, 148, 173
 Feminism, 120, 121–22. *See also* Walters, Barbara
Fernwood 2-Nite, 108
The Fifties (Halberstam), 27
 Football, 9–11
 Fox News Channel, 5–6, 177
 Foxx, Redd, 106
 Frawley, William, 20 (ill.), 21
 The Fred Silverman Company, 155–56
 Fusil, Gerald, 34

G

Game shows. *See* Griffin, Merv
 Garner, Joe, 105
 Gay and Lesbian Alliance Against Defamation
 (GLAAD), 129–30
 GE (General Electric), 144, 145, 149
Gelbart, Larry, 73–79, 73 (ill.)
 awards won by, 75, 77, 78

 on British television writing, 75
 childhood and education of, 73–74
 comedy writing career summarized, 73, 74
 on early television writing experience,
 73, 75
 early television writing of, 74–75
 *M*A*S*H* writing success for, 75–77,
 76 (ill.)
 playwriting experience of, 75
 radio comedy writing experiences of, 74
 screenplays of, 77–78
 General Electric (GE), 144, 145,
 149
 Gifford, Frank, 10, 10 (ill.)
Gilligan's Island, 102, 103
 GLAAD (Gay and Lesbian Alliance Against
 Defamation), 129–30
 Goldberg, Leonard, 158–59
 Goldmark Communications, 149
 Goldmark, Peter, 134, 148–49
Good Times, 101, 106–7
Griffin, Merv, 81–86, 81 (ill.)
 awards won by, 86
 background and childhood of, 81–82
 business developed outside television
 industry by, 85–86
 early television hosting jobs of, 82
 as game show creator/producer, 84–85,
 85 (ill.)
 on his entrepreneurship, 81, 85
 singing career of, 82
 as talk show host, 83
 television career summarized, 81
 Griffith, Andy, 156
Guiding Light, 126, 127

H

Halberstam, David, 27
 Hanna Barbera, 178
Happy Days, 153
 Harpo Productions, 191–93
 Hawn, Goldie, 113
 HBO (Home Box Office), 174–75
Hear It Now, 135
Here's Lucy, 22

Hewitt, Don, 87–94, 87 (ill.), 89 (ill.)
 awards won by, 92
 as broadcast journalism pioneer, 90–92
 CBS news documentary direction of, 90
 childhood and education of, 87–88
 early journalism experiences of, 88
 on journalism and confrontation, 87
 on political power of television, 89
 as presidential debate director, 89, 89 (ill.)
60 Minutes creation by, 90–92
 television career summarized, 87
Hill Street Blues, 155, 167
 Hirshberg, Charles, 8
 Holliman, John, 177
Hollywood Reporter, 37
*The Hollywood TV Producer: His Work and
 His Audience* (Cantor), 159
 Home Box Office (HBO), 174–75
 Hope, Bob, 74
 Huntley, Chet, 58

I

I Love Lucy, 10 (ill.), 20, 23
I Spy, 47, 50–51, 50 (ill.)
 Iconoscope, 66, 197–99
 Idato, Michael, 162
 IEEE History Center, 201
 Image Dissector, 66
In the Heat of the Night, 156
Inside Gilligan's Island (Schwartz), 103
Investor's Business Daily, 97

J

Jackson, Keith, 10
The Jeffersons, 101, 106, 152
 Jennings, Peter, 11
Jeopardy (television game show), 84, 85
Jet (magazine), 190
 Jiggle TV, 151, 153
Johnson, Peter, 184
Johnson, Robert L., 93–100, 93 (ill.),
 98 (ill.)
 airline aspirations of, 98–99, 98 (ill.)

Black Entertainment Television (BET) creation
 and expansion by, 95–97
 childhood and early goals of, 94–95
 education of, 94
 financial power of, 98
 on importance of education, 99
 on importance of Internet, 97–98
 Internet entrepreneurship of, 97–98
 magazine and book publishing ventures of,
 96–97
 on overcoming racism, 93, 99–100
 professional sports ownership by, 99
 on success, 99
 television career summarized, 93

K

Kinescope, 66, 199
 King World Productions, 189
 Koppel, Ted, 11, 12–13

L

L.A. Law, 167, 168 (ill.)
The Last Great Ride (Tartikoff), 169
Late Night with Conan O'Brien, 116
Late Night with David Letterman, 116
Laverne and Shirley, 153
Lear, Norman, 101–9, 101 (ill.), 107 (ill.)
All in the Family and, 104–6
 awards won by, 105
 black situation comedy development by, 106–7
 comedy films of, 104
 family background and war experience of,
 102–3
 influential television programs
 developed by, 101
 1950s comedy writing experience, 103–4
 1970s comedies of, 107–8
 as pioneer of socially-conscious television
 comedy, 105
 sitcom (situation comedy) format development
 and, 105–6
 spin-off successes of, 106–7