

MEDIUM RARE: TV's Evolution & Impact

TABLE OF CONTENTS

I. FAST FORWARD: From Uncle Milty to Seinfeld	
1. We Entered Laughing	3
2. Keeping Score	10
3. Growing Pains	14
4. Winds of Change	18
5. Sheriffs, Cops and Private Eyes	25
6. The Networks Take Charge	31
7. A Turn from Violence	38
8. Shadows on the Horizon: The Specter of Vietnam	44
9. Caught in a Squeeze	49
10. Enter the Movies	54
11. In Pursuit of the Youthful Fleece	59
12. Again, The Real World Intrudes	68
13. Up the Down Staircase: Relevancy or Law and Order? ...	74
14. Changing the Rules	80
15. Telling It Like It Is	83
16. Back to Basics	88
17. New Forms: Two-Parters, Miniseries and Serials	90
18. Fortunes of War: The Sitcom Resurgence	94
19. Stalemate!	99
II. THE MANY ASPECTS OF NETWORKING	
1. Doing Business	121
2. Making the Picks	127
3. Creating the Schedules	141
4. Buyers and Sellers	149
5. New Players, New Ways of Doing Business	163
6. Fine Tuning the Ratings	170
III. PRIMETIME: Programming For The Masses	
1. The Many Facets of Appeal	177
2. Sitcoms: The Laughmakers	184
3. Lights, Camera, Action	223
4. Cops & Private Eyes	245
5. The General Dramas	261

IV. OTHER TIMES, OTHER PASTIMES	
1. Daypart Variables	283
2. Daytime Television: A Long Day's Journey Into Night ..	288
3. Fringe Benefits: Early Evenings	316
4. Fringe Benefits: Late Evenings	334
5. The Weekends	366
V. BEYOND THE RATINGS: Motives and Benefits	
1. States of Involvement	385
2. The Evolution of the Attentiveness Measures	391
3. Attentiveness: Mining the Simmons Vein	398
4. Other Signs and Beacons.....	411
VI. ROMANCING THE VIEWER: The Advertiser's Game	
1. "And Now a Word From Our Sponsor"	427
2. Strategies and Executions	449
3. Rating the Commercials	462
4. In Search of Guidelines: Interpreting the Data	473
5. The Campaign: More Than a Single Impression	488