

WELCOME TO THE REVOLUTION



WEEK 5 – COMMERCIALIŞM



ON AIR

SOME WAYS THAT TV CHANGED
AS A BUSINESS

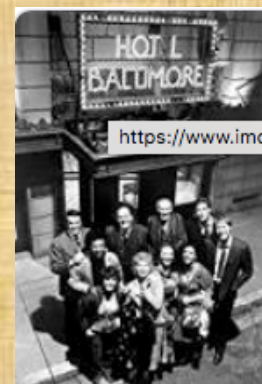
Cigarette ads banned on TV and radio, April 1, 1970



The last televised cigarette ad for Virginia Slims ran on January 1, 1971 at 11:50 P.M. **during *The Johnny Carson Show***

<https://www.facebook.com/MZTVMuseum/videos/197356481219016/>

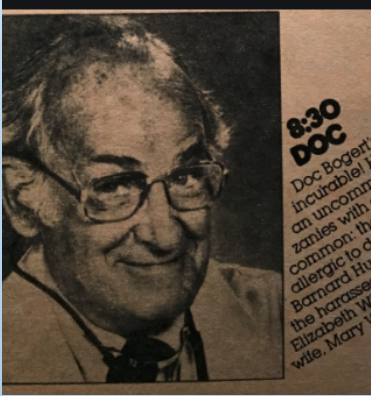
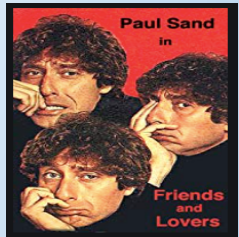
THE NORMAN LEAR SITCOM EMPIRE



THE GARRY MARSHALL SITCOM EMPIRE



THE MTM ENTERPRISES EMPIRE



(48)



MITM

ENTERPRISES, INC

THE MTM INC. TEMPLATE

- “...television readily identifiable by its textured, humane, and contemporary themes and characters.”

(museum.tv)

- central grounded character (starring a well-known actor/actress) who works / lives in a big-city setting, surrounded by a supporting ensemble,, and explores relatable situations

Mary Tyler Moore and the Company That Changed America

“As *The Mary Tyler Moore Show* continued and MTM grew, Brooks and Burns sought out women writers, making it the first TV production that was shaped and written by women. By 1973, twenty-five of the seventy-five writers on *Mary* were female.”

... By time the series ended, “MTM was an industry force, grossing more than \$20 million, with eight comedies in production.

Fueled by [company head Grant] Tinker’s elevation of the writer, it became the place everyone in television wanted to work. Writer Gary David Goldberg summed up prevailing sentiment, calling MTM ‘Camelot for writers.’ ...

MTM soon went from reinventing comedy to revolutionizing drama, beginning with seminal NBC hit *Hill Street Blues*.

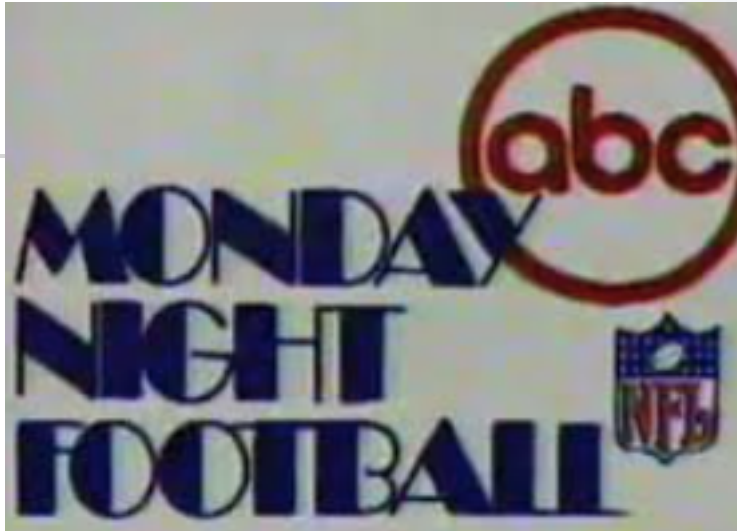
“Of the Emmy awards for best comedy and best drama from 1971-1994, **50 percent** went to shows produced by MTM or its alumni.

MTM former staffers dominated the next twenty years of television on shows including *Cagney and Lacey*, *Cheers*, *Chicago Hope*, *Cosby*, *ER*, *Family Ties*, *Frasier*, *Friends*, *The Golden Girls*, *Miami Vice*, *NYPD Blue*, *Saturday Night Live*, *The Simpsons* and *Two and a Half Men*.”

observer.com (2017)

MONDAY
NIGHT FOOTBALL
(1970-2005) ABC

(49)



SEPTEMBER 21 1970

<https://www.youtube.com/watch?v=mtZktj4exxc>

Unlike Sunday games...

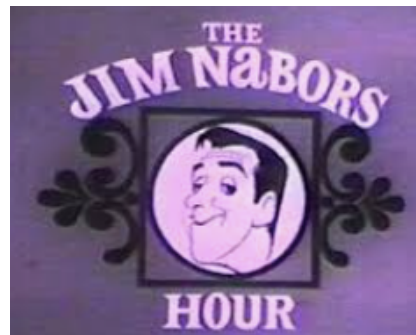
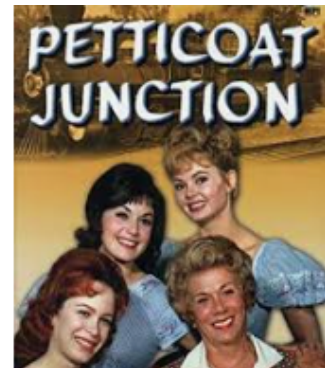
More cameras

More hosts

More special effects

More personality

<https://www.youtube.com/watch?v=n73GFvAyljs>



“THE RURAL PURGE”
CBS 1971

(a real thing...it really happened)

The Rural Purge: Death of the Country Broadcasting System

In the early 1970's, CBS axed its slate of hit country-themed sitcoms. The Beverly Hillbillies, Green Acres, and Petticoat Junction were just three of the shows that bought the farm.

Television's 'Rural Purge' is the Reason So Many Classic '60s Sitcoms Were Canceled

Television's 'Rural Purge' is the Reason So Many Classic '60s Sitcoms Were Canceled

Useful Notes / **The Rural Purge**

Laconic UsefulNotes Create New

9 iconic shows canceled due to the rural purge

These beloved shows couldn't escape the network ax after 1971.



R.I.P Lassie

DROWNED BY
A "WAVE OF RELEVANCY"
THAT CRASHES ASHORE IN THE EARLY 1970S

“Trendsetters”

The Smothers' show, which first aired on February 5, 1967, anticipated the Rural Purge of the 1970-1971 television season three years later.

The relationship becomes clear by examining the stock market pattern in those years (1966-1974), which traced out a bear-market pattern, reflecting increasingly negative social mood.



Figure 1

BORN
INNOCENT...
(SEP 10 1974)
NBC

(51)

THE NETWORK OF THE
NEW! NBC

She's in woman's prison.
She's fourteen years old.
She's learning, fast, what you
have to learn to survive there.



FIRST TIME
ON TV

Linda Blair

the sensational young star of "THE EXORCIST" in
"BORN INNOCENT"

the first in a series of brilliant
NBC WORLD PREMIERE MOVIES
8:00PM / WWJ-TV 4



A gang-rape in a teen girls' shower ...

... and three years after *All in the Family* began changing the rules of TV, the cry aimed at those in TV (and heard in Washington DC) is:

“ENOUGH IS ENOUGH”

Enough of the sex.

Enough of the adult material.

Enough of the frank language.

Enough of the abortions and gay characters and everything else.

Just...enough.

AUTHOR ELANA LEVINE:

“Young people’s exposure to ‘deviant’ sexual violence was at the heart of the protest. But it was more than one movie at the heart of the reaction. It was everything. *Born Innocent* just gave people something specific to focus on.”

In 1972, a report by the U.S. Surgeon General established for the first time a "causal link" between violence on television and violent behavior in children. In the wake of *Born Innocent*, concern over violence on television was kicked up several notches.

A CREATIVE VS LEGISLATIVE TUG OF WAR ENSUES

- Who is to blame? Who is responsible? What is to be done?
- in 1975 FCC Chairman Richard E. Wiley and network executives unveiled the allegedly voluntary family viewing plan.

and ... “THE FAMILY HOUR” is born



“THE FAMILY VIEWING HOUR”

- Beginning with the start of the 1975-76 tv season, 8-9 o'clock (7-8pm CT) – the first hour of the three-hour block known as the network's prime-time -- is now reserved for family friendly programming
- All violent programming and adult material must air after 9pm

A BUSINESS DECISION WITH CREATIVE IMPLICATIONS

- Some series had to be moved to different time-slots, affecting ad revenues
- Some pilots were not picked up to series because they'd have a problem finding a suitable time-slot
- Some existing shows feared what they could and could not present
- Moving hit series jeopardized a series' and its network's fortunes.

“THE FAMILY VIEWING HOUR” 1975-76

- *The Six Million Dollar Man*
- *The Sonny & Cher Show*
- *Happy Days*
- *Rhoda*
- *Good Times*
- *The Bionic Woman*
- *Wonder Woman*
- *Tony Orlando & Dawn Show*
- *Little House on the Prairie*
- *Welcome Back Kotter*
- *The Waltons*
- *Donny & Marie*
- *Chico and the Man*
- *Sanford and Son*
- *Almost Anything Goes*
- *The Jeffersons*
- *Emergency*

HOLLYWOOD FIGHTS BACK

<https://www.youtube.com/watch?v=lvrlItxWnS0>

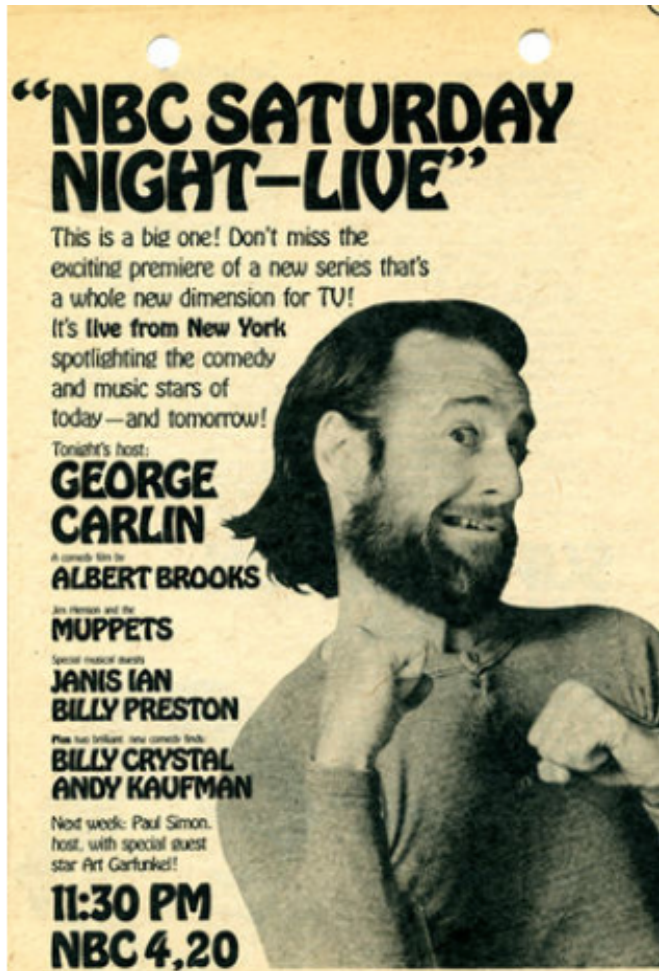
<https://www.cnn.com/videos/tv/2015/06/05/family-hour-free-speech-the-seventies.cnn>

“The plan was a fiasco from the start.”

(The Washington Post, Dec 1979)

The Family Viewing Hour was about many things – changing times, generational differences, government overreach, parental outrage, good intentions, bad judgement, and a shower. Though it invoked an actual need (accountability), it wasn't based in any kind of reality nor was it thought out fully.

- not enforceable
 - ridiculed
 - impossible to last
-
- ... but the idea and joke do



SATURDAY NIGHT LIVE (1975 -) NBC

(52)

CUTTING-EDGE HUMOR,
COMMENTARY, SATIRE
(where cynicism finds a weekly home)

- <https://www.youtube.com/watch?v=5ebyLkCaAL0>
- <https://www.youtube.com/watch?v=6Z1t1pnSlb8>

<https://www.youtube.com/watch?v=6Z1t1pnSlb8>

MEANWHILEA REMINDER

“The issue of television violence reemerged in the early 1970s with the publication of the Surgeon General’s Scientific Advisory Committee on Television and Social Behavior’s five-volume report in 1972.

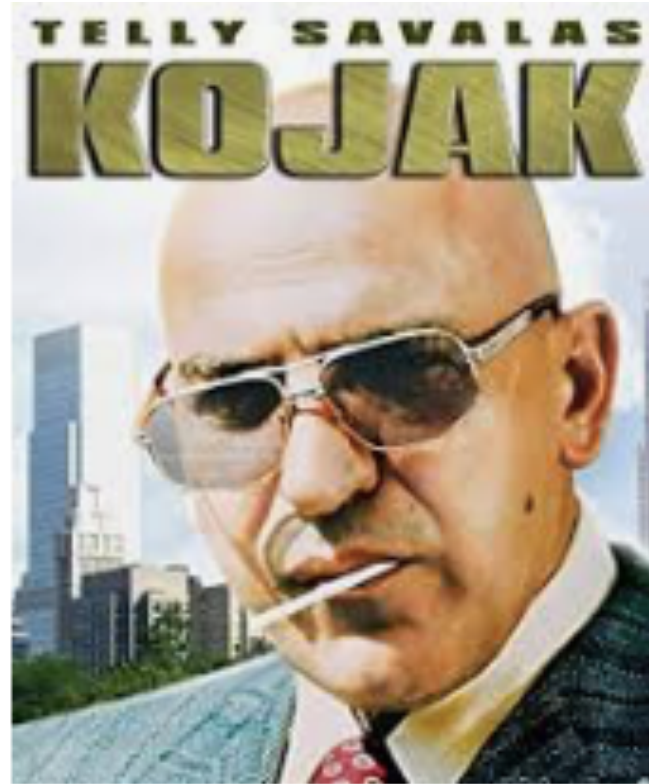
The surgeon general told a Senate committee that “the overwhelming consensus and the unanimous Scientific Advisory Committee’s report indicates that televised violence, indeed, does have an adverse effect on certain members of our society.”

britannica.com

“TV IS TOO VIOLENT”

- 1959: *The Untouchables*
- 1963: post-JFK assassination
- 1968: post-MLK and RFK assassinations
- 1972: post-Surgeon General’s report

WHICH BRINGS US TO...



THE KOJAK TRIAL (1977)

(53)

Tom Shales in *The Washington Post*
(Oct 6 1977)

“If Ronny Zamora’s lawyer has his way, Zamora will become the first person in history to be found not guilty of murder by reason of television.”

Violence on T V Is Found Declining



By David Bird

Feb. 2, 1978

Upon the conclusion of the *Kojak* Trial, “TV saw the 1970s – now awash in congressional hearings, national PTA resolutions, academic studies, and the American Medical Association pegging televised violence as ‘an environmental hazard’ – pull back from overwhelmingly violent televised content.”

Eugene S. Robinson

Ozy.com 2017

(for about ten minutes)





THE RICHARD
PRYOR SHOW
(1977) NBC

- Creative control
- Envelope-pushing content
- Network interference

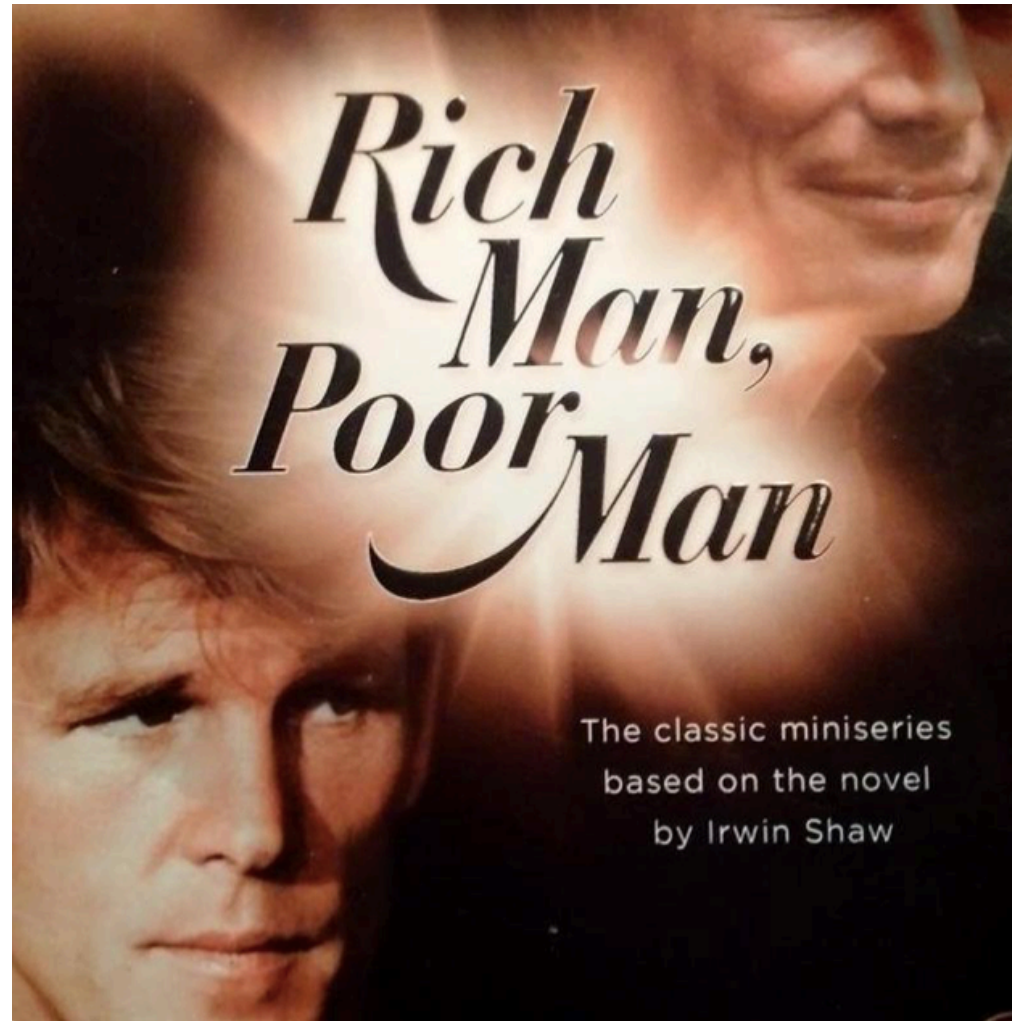
(54)



<https://www.youtube.com/watch?v=dWu7QiXj1-U>

<https://www.youtube.com/watch?v=c-wlqYekWbM>

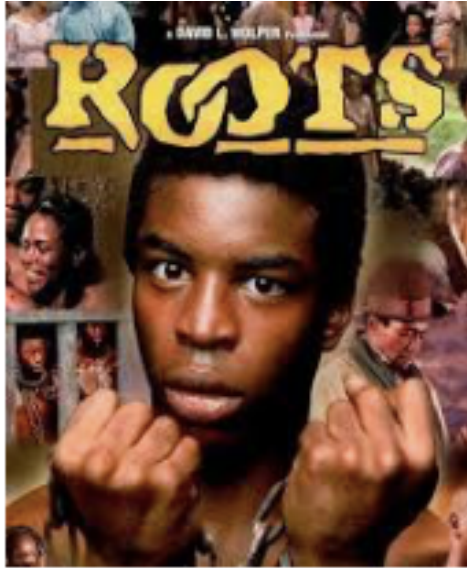
RICH MAN
POOR MAN
(FEB 1 –
MAR 15
1976)
ABC



(55)

A year before *Roots* ... the first big investment in “longform” ... appointment viewing on an all-but-closed Monday night ...

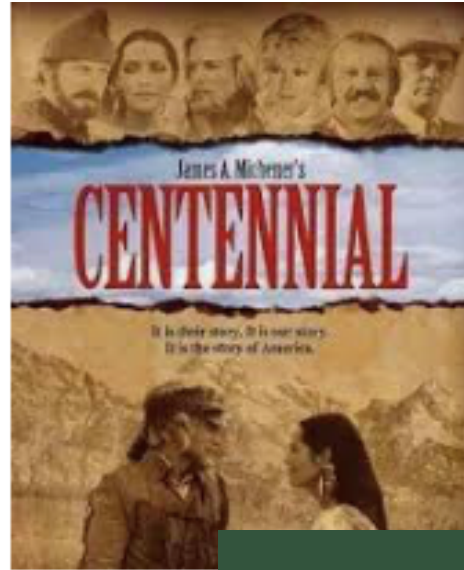
1977



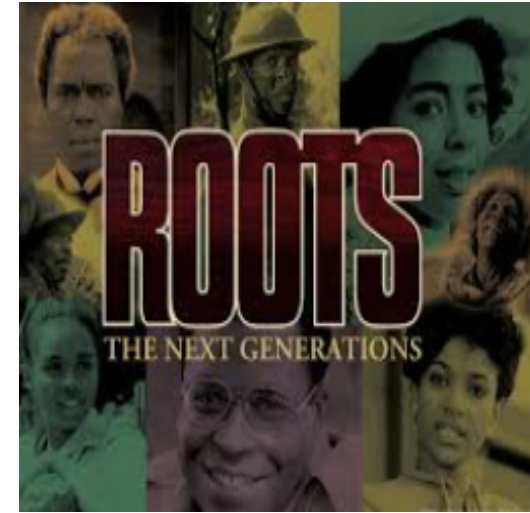
1978



1978



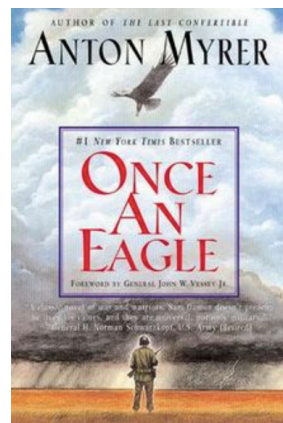
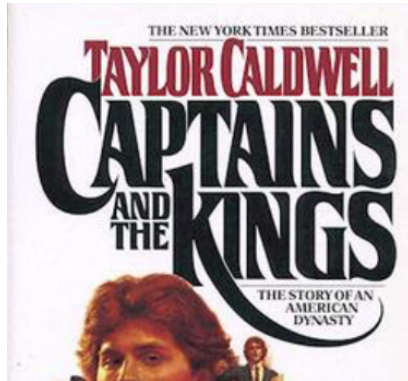
1979



1980



ALL ABOUT THE SAGA



THE RESULT(S)

NBC	Fall	Gemini Man	NBC's Best Sellers	Van Dyke and Company
	Follow-up	Van Dyke and Company		Gibbsville

NBC THURSDAYS 1976-77



(56)

THE MUPPET
SHOW
(1976-81)
SYN

THE RESULT:
a rethinking of
the variety-
show format
and attention
and
programming
for the
syndication
marketplace

<https://www.denofgeek.com/tv/the-muppets-tv-history/>

ALSO...

- BRIDGET LOVES BERNIE (CBS 1972-73) (57)
- FROST NIXON (SYN MAY 1977) (58)
- UPSTAIRS DOWNSTAIRS (PBS 1971-75) (59)
- PRIME-TIME ACCESS RULE /
FINANCIAL SYNDICATION AND INTERST RULE
(PTAR/ FIN SYN) (1970) (60)
- OPERATION PRIME-TIME (1976-77) (61)

HBO V FCC (1976-77)

- Originally called The Green Channel, HBO launched as Home Box Office in November 1972
- Home Box Office sues the FCC in 1976



(62)

1970s: THE CABLE-TV DOORS SWING OPEN...

The logo for ESPN, featuring the letters "ESPN" in a bold, italicized, red sans-serif font.

1979

The logo for Nickelodeon, featuring the word "nickelodeon" in a lowercase, rounded, orange sans-serif font.

1979

The logo for Showtime, featuring the word "SHOWTIME" in a bold, red sans-serif font. The "S" is enclosed in a red circle.

1977

The logo for TBS, featuring the letters "tbs" in a bold, white sans-serif font, set against a black background with a white outline.

1976/79

PLUS...

June 4, 1977: VHS Comes to America

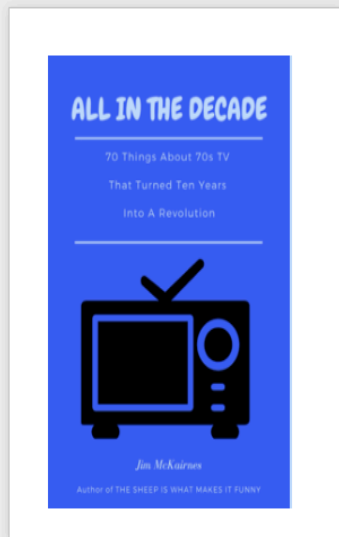
TELEVISION ENDED THE 1970S...

...as a rapidly changing no-long-just-three-networks no-longer-purely-advertiser-driven business, one now informed by public television, subscription television, cable television, syndication, and changing technology.

Creatively, sports and non-fiction and late-night became just as important to the landscape.

The power structure was changing, too: more and more writers were becoming powerful producers, and smaller production companies were becoming mini-studios.

END OF
WEEK 5
62 down,
8 to go



WEEK 6:

ESCAPISM

(and ... CONCLUSIONS)