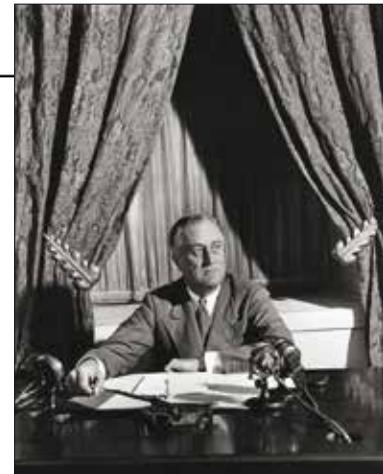


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Years of Broadcasting Milestones



1931	1932	1933	1934	1935	1936	1937	1938	1939	1940
<ul style="list-style-type: none"> The first issue of Broadcasting magazine appears on Oct. 15, and radio is king. 	<ul style="list-style-type: none"> CBS, NBC and New York area stations go round-the-clock on the Lindbergh baby kidnapping. RCA becomes an independent company. 	<ul style="list-style-type: none"> President Roosevelt uses combined CBS-NBC network power for his Fireside Chats. 	<ul style="list-style-type: none"> The Communications Act of 1934 births the Federal Communications Commission, replacing the Federal Radio Commission. 	<ul style="list-style-type: none"> RCA takes television out of the laboratory for a \$1-million field test program. 	<ul style="list-style-type: none"> Political parties spend some \$2 million on radio. Republicans try a new angle: negative campaign ads. Engineer Arthur C. Nielsen pioneers audience measurement. 	<ul style="list-style-type: none"> In May, RCA demonstrates projection television with images enlarged to 8-by-10 feet. 	<ul style="list-style-type: none"> Live TV in color is first demonstrated. 	<ul style="list-style-type: none"> The networks draft a "code for war coverage"; the goal is full, factual reporting with a minimum of horror, suspense and undue excitement. 	<ul style="list-style-type: none"> CBS demonstrates a system of color television developed by Peter Goldmark, chief TV engineer.



1941	1942	1943	1944	1945	1946	1947	1948	1949	1950
<ul style="list-style-type: none"> The first television commercial is broadcast in New York. Rate card puts NBC's WNBT base rate at \$120 per evening hour. FDR's declaration of war, broadcast to the nation on Dec. 9, has largest audience in radio history, about 90 million. 	<ul style="list-style-type: none"> Due to war, CBS cuts time allowed for commercials on newscasts by 20% and bans jingles or other "undue gaiety." U.S. Office of Censorship bans any mention of weather during baseball broadcasts (to avoid giving enemy agents valuable intelligence about conditions in U.S. cities). 	<ul style="list-style-type: none"> General Dwight D. Eisenhower himself broadcasts news of Italy's surrender over the radio. 	<ul style="list-style-type: none"> The Blue Network changes its name to the American Broadcasting Co. 	<ul style="list-style-type: none"> Edward R. Murrow makes his harrowing report from Buchenwald. The FCC creates VHF channels numbering 2 through 13. <i>Broadcasting</i> becomes <i>Broadcasting-Telectesting</i>. 	<ul style="list-style-type: none"> Army Signal Corps Officer John H. DeWitt bounces radar signal off the moon and gets an echo back. 	<ul style="list-style-type: none"> President Truman addresses the nation in the first telecast from the White House. The House Un-American Activities Committee begins investigations of the entertainment industry. <i>Meet the Press</i> begins. 	<ul style="list-style-type: none"> Texaco launches NBC-TV series starring Milton Berle. 	<ul style="list-style-type: none"> With <i>Jack Benny</i> and <i>Amos 'n' Andy</i>, CBS Radio now tops NBC in ratings in the critical 7-8 p.m. period. The first Emmy Awards are presented. 	<ul style="list-style-type: none"> The vidicon camera tube improves TV picture quality. NBC raids CBS for talent and signs Groucho Marx and Bob Hope. In face of Communist investigations, CBS asks employees to sign loyalty oaths.

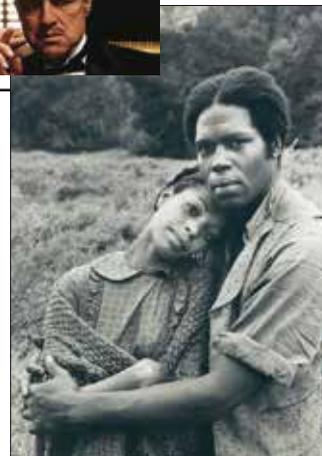
1951	1952	1953	1954	1955	1956	1957	1958	1959	1960
<ul style="list-style-type: none"> Gillette signs four-year contract with NBC to broadcast World Series games. <i>I Love Lucy</i> premieres on Oct. 15, launching the modern sitcom and pioneering three-camera shooting technique. 	<ul style="list-style-type: none"> NBC premieres <i>Today</i> on Jan. 14, giving rise to the morning show. CBS demonstrates all-electronic color TV receiver. CBS coins a new word: "anchorman." 	<ul style="list-style-type: none"> Bing Crosby Enterprises demonstrates its much-improved magnetic-tape TV recordings. FCC approves the start of color TV, though it would take a decade to catch on. 	<ul style="list-style-type: none"> 54% of Americans now have TVs. TV revenue, for first time, is higher than radio. Edward R. Murrow calls out Senator Joe McCarthy. 	<ul style="list-style-type: none"> About 65 million people watch broadcast of play <i>Peter Pan</i> (right) on NBC. Theatre producers acknowledge it would have taken 65 years to reach that many people on Broadway. 	<ul style="list-style-type: none"> Robert Adler creates the first wireless remote control. It has four buttons: channel up, channel down, sound on/off, power on/off. Sadly, we must wait 10 more years for the Barcalounger. 	<ul style="list-style-type: none"> Tobacco advertisers say American Cancer Society report linking smoking with death will have little effect on cigarette advertising. FCC studies subliminal perception. 	<ul style="list-style-type: none"> The New York district attorney investigates game show <i>Twenty-One</i> after a contestant claims fakery. Major League Baseball rejects players' pitch for share of TV profits. 	<ul style="list-style-type: none"> Ampex introduces a mobile videotape recorder—and uses it to tape Nixon-Khrushchev kitchen debate, which is then smuggled out of Russia for broadcast in the U.S. 	<ul style="list-style-type: none"> Seven of eight U.S. homes have a TV set, and more than 500 TV stations are broadcasting. Canadian pay-TV families spend 80 cents per week to see movies at home.



1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
<ul style="list-style-type: none"> FCC chairman Newton Minow, in a speech at the NAB convention in Washington, calls TV a "vast wasteland" and warns broadcasters to improve programs. ABC engineers develop process for slow-motion video. 	<ul style="list-style-type: none"> John Glenn's space flight is seen by 135 million TV viewers. Network news chiefs charge Pentagon with managing news during Cuban crisis. 	<ul style="list-style-type: none"> Blacks campaign for more jobs in broadcasting; Sen. Strom Thurmond (R-S.C.) accuses networks of "slanting news" and "following the NAACP line." Sony's open-reel videotape recorder goes for \$995. Kennedy assassination coverage remakes television news. 	<ul style="list-style-type: none"> Japan's NHK begins developing HDTV. The Beatles appear on <i>Ed Sullivan</i>, and the glorious screams are deafening. Broadcasters ponder their next moves after U.S. surgeon general links cigarette smoking to cancer. 	<ul style="list-style-type: none"> L.A. broadcasters use helicopters to cover Watts riots after mobile units are destroyed and newsmen beaten. Pope's visit to U.S. is seen in 90% of U.S. homes. 	<ul style="list-style-type: none"> Coverage of Gemini 8 splashdown brings thousands of calls from angry viewers who missed regular programs. TV networks do fast, comprehensive election reporting job, marred by some wrong predictions. 	<ul style="list-style-type: none"> Prerecorded movies on video are sold for home use. AFTRA strikes networks; Chet Huntley stays on grounds that unions dominated by entertainers cannot properly represent newsmen, a move that angers David Brinkley. 	<ul style="list-style-type: none"> <i>60 Minutes</i> premieres. Sony develops color Trinitron TV tube. Battles break out inside and outside of the Democratic convention in Chicago. <i>Laugh-In</i> premieres? You bet your sweet bippy. Walter Cronkite predicts on air that the Vietnam War will end in a "stalemate." 	<ul style="list-style-type: none"> Armstrong and Aldrin walk on the moon and world watches. Supreme Court <i>Red Lion</i> ruling limits broadcasting's First Amendment rights as President Nixon goes to war against broadcasting. <i>Sesame Street</i> premieres. 	<ul style="list-style-type: none"> Pay-TV gets green light. <i>Monday Night Football</i> kicks off. House and Senate agree on legislation to outlaw cigarette advertising on radio and TV.

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Years of Broadcasting Milestones



1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
<ul style="list-style-type: none"> FCC endorses agreement of TV networks to designate 8-11 p.m. as primetime. 	<ul style="list-style-type: none"> Satellite coverage of President Nixon's trip to Red China marks new milestone in broadcast history. 	<ul style="list-style-type: none"> Watergate hearings begin. FCC grant for channel 32 WGPR-TV Detroit provides construction permit for what is to be nation's first black-owned TV station. 	<ul style="list-style-type: none"> NBC agrees to pay record \$10 million for single two-part showing of The Godfather. An estimated 110 million witness President Nixon's resignation on TV. 	<ul style="list-style-type: none"> Home Box Office becomes first network to continuously deliver signals via satellite when it broadcasts the "Thrilla in Manila" between Muhammad Ali and Joe Frazier, effectively ensuring the long-term viability of pay TV. 	<ul style="list-style-type: none"> Court finds "family hour" unconstitutional. Ted Turner delivers TV nationwide via satellite. JVC introduces VHS video format. Barbara Walters becomes the first woman anchor of an evening newscast. 	<ul style="list-style-type: none"> ABC's eight-day telecast of Roots becomes the most-watched program in history. ABC wins its first prime-time ratings ever, ending CBS's 20-year reign. 	<ul style="list-style-type: none"> Fred Silverman, president of ABC Entertainment, is named president/chief executive of NBC. 	<ul style="list-style-type: none"> Ampex demonstrates digital videotape recorder. Government announces closed-captioning. Ted Turner announces CNN. ESPN debuts. 	<ul style="list-style-type: none"> Dan Rather named anchor successor to Walter Cronkite. The "Who Shot J.R.?" episode of Dallas earns 53.3 rating and 76 share.



1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
<ul style="list-style-type: none"> IBM introduces the PC and Epson releases the first laptop computer. Entertainment Tonight debuts. Shooting of President Reagan draws intense coverage. MTV debuts. Luke marries Laura on General Hospital. 	<ul style="list-style-type: none"> Late Night With David Letterman brings comedy revolution—and Larry "Bud" Melman—to NBC. 	<ul style="list-style-type: none"> M*A*S*H farewell episode on CBS is watched by a then-record 107 million viewers. First Lady Nancy Reagan appears on NBC's Diff'rent Strokes to promote antidrug message. 	<ul style="list-style-type: none"> Filming a commercial for Pepsi, Michael Jackson burns his scalp and ushers in the big-budget celebrity ad. 	<ul style="list-style-type: none"> VHS defeats Betamax as the VCR of choice; U.S. VCR ownership rises to 20%. Pay-Per-View opens for business. 	<ul style="list-style-type: none"> Fox Television Network launches. Space Shuttle Challenger explodes as millions watch. Syndicated Oprah Winfrey Show goes national. The Cosby Show breaks ad-rate records. 	<ul style="list-style-type: none"> The Simpsons starts making "d'oh" for Fox. Spanish-language network NetSpan becomes Telemundo. 	<ul style="list-style-type: none"> 98% percent of U.S. homes have at least one TV. 	<ul style="list-style-type: none"> Television covers Berlin Wall fall, Cold War's end and Tiananmen Square massacre. The broadcast networks reach an all-time low of 55% of total TV audience. Time Inc. and Warner Communications merge in a \$14-billion deal. 	<ul style="list-style-type: none"> Seinfeld debuts on NBC. The Children's Television Act limits the number of commercials on TV.

1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
<ul style="list-style-type: none"> Home-video footage emerges of Rodney King's beating by Los Angeles cops; their later acquittal sparks massive riots. Anita Hill-Clarence Thomas Supreme Court hearings dominate TV. VCR becomes the fastest-selling electronic item in history. 	<ul style="list-style-type: none"> Johnny Carson departs The Tonight Show in May. Cable TV revenue reaches \$22 billion. 	<ul style="list-style-type: none"> NBC makes humiliating apology to GM for a staged on-camera explosion during report on alleged safety problems with GM trucks. David Letterman bolts NBC for CBS, and the late-night wars begin. 	<ul style="list-style-type: none"> DirecTV launches its direct broadcast satellite service in the U.S. Nancy Kerrigan and Tonya Harding are ratings gold for CBS during the Winter Olympics. Two words: Orental James. 	<ul style="list-style-type: none"> UPN goes on the air. The V-chip is invented. After unprecedented media coverage of his trial, O.J. Simpson is found not guilty. 	<ul style="list-style-type: none"> The Telecommunications Act sparks open battle among phone, cable and broadcast companies. Walt Disney Co. buys ABC. Time Warner and Turner merge. 	<ul style="list-style-type: none"> Optical-fiber cable lines now run around the world. DVD players and movie sales take off. 	<ul style="list-style-type: none"> HDTV broadcasts begin in the U.S. The internet has 150 million users by the end of the year, half of them in the U.S. 	<ul style="list-style-type: none"> TiVo ushers in the time-shifting era. The Sopranos fires the first prestige-TV shot. U.S. version of Who Wants to Be a Millionaire makes millions for ABC. Final answer. 	<ul style="list-style-type: none"> It's the year of the DVD, and Sony Playstation 2 uses DVD for home videogames. AOL and Time Warner merge. Survivor premieres.



2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<ul style="list-style-type: none"> The tragedy of Sept. 11 draws the U.S., and the world, to its TV sets. More than half of all Americans now use the internet. U.S. ad spending sees its worst single-year downturn since World War II. 	<ul style="list-style-type: none"> PS2, Xbox and GameCube attract online gamers. Simon says, "You're appalling," as American Idol debuts. 	<ul style="list-style-type: none"> DVD sales surpass VHS sales. First DVD camcorder goes on the market. Cellphones add computer and internet capabilities. Cable TV offers TiVo-like features. 	<ul style="list-style-type: none"> DVD becomes the most common format for home entertainment use. The web is the main information source for 20% of people under 30. 	<ul style="list-style-type: none"> Hurricane Katrina coverage dominates newscasts. Flat-screen TVs, HDTV and plasma screens are growing into industry standards. Phone companies make bigger inroads wiring into the cable industry. 	<ul style="list-style-type: none"> Howard Stern gets Sirius. ABC offers Lost and Desperate Housewives for web and iPod viewing. Katie Couric signs up to anchor the CBS Evening News. 	<ul style="list-style-type: none"> Bob Barker offers up his final Price Is Right showcase. The WGA strike delays and rewrites TV production rules. 	<ul style="list-style-type: none"> Tribune files for Chapter 11. From Chicago's Grant Park, President-elect Barack Obama addresses, assures a nation immersed in the worst financial crisis since the Great Depression. 	<ul style="list-style-type: none"> Feb. digital transition mandatory date is flipped to June 12. Kanye West doesn't let Taylor Swift finish. Comcast-NBCU deal announced (approved in 2011). 	<ul style="list-style-type: none"> Nine months after leaving the Tonight show, Jay Leno returns and replaces Conan O'Brien, who eventually segues to TBS. FCC takes "neutral" stand on Internet, passes controversial "consensus" regs.

2011	2012	2013	2014	2015	2016
<ul style="list-style-type: none"> Oprah ends its historic syndication run. Charlie Sheen, while high on a drug called "Charlie Sheen," talks himself out of a job. General Hospital is the only daytime drama left on TV. 	<ul style="list-style-type: none"> Can you say "carriage agreement?" Many can't. Good Morning America tops Today, ending 852-week streak. Google announces launch of Fiber TV. The London Olympics draw record numbers of viewers. 	<ul style="list-style-type: none"> House of Cards is dealt to binge-viewers via Netflix. The broadcast networks take on Aereo (and win). Duck Dynasty gets quacking. Local TV station groups go on merger spree. 	<ul style="list-style-type: none"> Seahawks-Broncos Super Bowl draws 111.5 million viewers, most in history. Jimmy Fallon takes over The Tonight Show. Comcast-Time Warner Cable merger talk starts. The FCC votes to ban joint sales agreements. NBC has 59 good reasons to cancel its planned sitcom starring Bill Cosby. 	<ul style="list-style-type: none"> Charter swoops in to begin its attempt to buy Time Warner Cable. In June, Donald Trump rides that golden escalator down, ushering in more than a year of free media coverage. Letterman and Jon Stewart depart late night. WDBJ/Roanoke reporter Alison Parker and cameraman Adam Ward are killed on-air during a live shot. Empire becomes a Fox sensation. Facebook Live launches. 	<ul style="list-style-type: none"> TV's new golden age begets "Peak TV" debate. The broadcast incentive auction begins remaking the dial. Nextstar-Media General, AT&T-Time Warner deals await their FCC fates. Roger Ailes is dethroned at Fox News. Eyes wide shut and mouths wide open? After the ugliest campaign in U.S. history, TV news covers the election of President Trump.

