

Contents

ACKNOWLEDGMENTS	vi	38. 1978–79 Season: Born Again Broadcasting	274
INTRODUCTION: Three Stars in the East	ix	39. 1979–80 Season: Gleam in the Eye	282
1. The World Is Waiting for the Sunrise	1	40. 1980–81 Season: The Strike	289
2. Shadows in the Cave	5	41. TRANSITION 1927–81: Stop and Start It All Again	294
3. The Dawn	9	42. 1981–82 Season: Freddie's Blues	299
4. 1944–45 Season: We Want to Find Out First Where TV's Goin'	15	43. 1982–83 Season: Send in the "A" Team	305
5. 1945–46 Season: After the Storm	20	44. 1983–84 Season: After <i>M*A*S*H</i>	313
6. 1946–47 Season: TV Gets the Green Light	24	45. 1984–85 Season: We Are the World	317
7. 1947–48 Season: Vaudeville Is Back	30	46. 1985–86 Season: Isn't That Amazing?	323
8. 1948–49 Season: The Freeze	37	47. 1986–87 Season: Finally a Fourth	329
9. 1949–50 Season: Behind the Ion Curtain	45	48. 1987–88 Season: The Boomer Years	335
10. 1950–51 Season: What's My Crime?	53	49. 1988–89 Season: The Goddess	341
11. 1951–52 Season: The Thaw	63	50. 1989–90 Season: Mmmm...Doughnuts	346
12. 1952–53 Season: Grade-B TV	73	51. 1990–91 Season: The Live Storm	351
13. 1953–54 Season: Point of Order	81	52. 1991–92 Season: The Sax Man	356
14. 1954–55 Season: Showbiz in a Hurry	90	53. 1992–93 Season: Nothing Much	361
15. 1955–56 Season: The Road to Reruns	99	54. 1993–94 Season: The Truth That's Out There	366
16. 1956–57 Season: It's Been a Tremendous Strain	108	55. 1994–95 Season: In the Blink of an Eye	372
17. 1957–58 Season: Oh, Dem Oaters	115	56. 1995–96 Season: Ready for Reform	377
18. 1958–59 Season: <i>Dotto</i> Goes Blotto	122	57. 1996–97 Season: All Around the Dial	383
19. 1959–60 Season: Adventures in Syndication	128	58. 1997–98 Season: Devil with the Blue Dress On	390
20. 1960–61 Season: The Vast Wasteland	136	59. 1998–99 Season: Sex and Violence	396
21. 1961–62 Season: I Still Have the Stench in My Nose	143	60. 1999–2000 Season: Not the Final Answer	402
22. 1962–63 Season: CBS + RFD = \$\$\$	150	61. 2000–01 Season: Reality Is Bad Enough	408
23. 1963–64 Season: Hands Across the Ocean	158	62. 2001–02 Season: Ground Zero	414
24. 1964–65 Season: The Unloved Messenger	166	63. 2002–03 Season: Go Pound Sand	420
25. 1965–66 Season: The Second Season	175	64. 2003–04 Season: Game Change	426
26. 1966–67 Season: Same Is the Name of the Game	184	65. 2004–05 Season: ZigZag and JibJab	431
27. 1967–68 Season: The Whole World Is Watching	192	66. 2005–06 Season: Here's the Deal	438
28. 1968–69 Season: The One Punch Season	200	67. 2006–07 Season: What <i>Else</i> Is On?	444
29. 1969–70 Season: Effete and Impudent Snobs	207	68. 2007–08 Season: Called Third Strike	452
30. 1970–71 Season: Totally Committed and Completely Involved	215	69. 2008–09 Season: Change Is Now	459
31. 1971–72 Season: Not Just Another Pretty Face	223	70. 2009–10 Season: The End of the World as We Know It	464
32. 1972–73 Season: Ideological Plugola	231	71. 2010–11 Season: Bloodlines	471
33. 1973–74 Season: The New Centurions	239	72. 2011–12 Season: Pay Me Now or Pay Me Later	479
34. 1974–75 Season: Affirmative Access	246	73. 2012–13 Season: Apocalypse How?	487
35. 1975–76 Season: Freddie or Not?	253	74. 2013–14 Season: Keep Your Eye on the Ball	495
36. 1976–77 Season: The Big Event	260	75. 2014–15 Season: How to Get Away with Everything	503
37. 1977–78 Season: T & A TV	267	CONCLUSION: On Beyond Zebra	511
		INDEX	525