

# Contents

Foreword	ix
1 Introduction: Money, Money, Money	3
2 Pope Barbara and the Greening of ABC	12
3 The Sixty-Minute Hour	24
4 Business and Broadcast News	39
I. The Argument	39
II. Is TV News Anti-Business?	50
III. Is TV Business Anti-News?	69
5 The Year in Broadcasting	78
The Political Year	78
Foreign Affairs	91
Terrorism and Other Violence	95
Hyping the News	113
ENG	124
TV Magazines	128
Documentaries	130
Broadcasting and Government	133
Public Broadcasting	137
The Future	140

## REPORTS

Women in Broadcasting: De Jure, De Facto

by *Barbara Murray Eddings* 151

Cable Television: A New Chance or More of the Same?

by *Ann Rauma* 168

## APPENDICES

- I. Remarks by Walter Cronkite at CBS Affiliates Conference, Century Plaza Hotel, Los Angeles, California, Wednesday, May 5, 1976 183
  - II. Remarks by Walter Cronkite at the RTNDA Conference, Miami Beach, Florida, Monday, December 13, 1976 191
  - III. "The Cronkite Hour," from *Variety*, August 11, 1976 199
  - IV. Report on Complaints Received by the National News Council About NBC's "Danger! Radioactive Waste," Aired January 26, 1977 201
  - V. Major Corporate Subsidiaries: RCA, ABC, and CBS 214
  - VI. List of Conglomerates in FCC Study 222
  - VII. CBS Rules on Terrorist Coverage 224
  - VIII. Excerpt from "The Police Tapes": Interview with Anthony Bouza, N.Y.P.D. 226
  - IX. Summary of ERA Research Techniques 230
  - X. Investigation of Publication of Select Committee on Intelligence Report, Hearings Before the Committee on Standards of Official Conduct, House of Representatives, Ninety-fourth Congress, September 15, 1976. Testimony of Daniel Schorr, Reporter, CBS, Inc. 232
- Some Information About the Alfred I. duPont-Columbia University Awards for 1977-78 235
- Acknowledgments 237
- Index 239