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| Nota di contenuto | Front matter -- Contents -- Illustrations -- Acknowledgments -- Introduction to Part One: Broadcasting Begins, 1919-38 -- 1. NBC and the Network Idea: Defining the "American System" -- 2. "Always in Friendly Competition": NBC and CBS in the First Decade of National Broadcasting -- 3. Programming in the Public Interest: America's Town Meeting of the Air -- 4. Regulating Class Conflict on the Air: NBC's Relationship with Business and Organized Labor -- Introduction to Part Two: Transitional Decades, 1938-60 -- 5. Breaking Chains: NBC and the FCC Network Inquiry, 1938-43 -- 6. Why Sarnoff Slept: NBC and the Holocaust -- 7. Employment and Blue Pencils: NBC, Race, and Representation, 1926-55 -- 8. NBC, J. Walter Thompson, and the Struggle for Control of Television Programming, 1946-58 -- 9. Talent Raids and Package Deals: NBC Loses Its Leadership in the 1950's -- Introduction to Part Three: NBC and the Classic Network System, 1960-85 -- 10. NBC News Documentary: "Intelligent Interpretation" in a Cold War Context -- 11. What Closes on Saturday Night: NBC and Satire -- 12. The Little Program That Could: The Relationship between NBC and Star Trek -- 13. Sex as a Weapon: Programming Sexuality in the 1970's -- 14. Saturday Morning Children's Programs on NBC, 1975-2006: A |

Case Study of Self-Regulation -- Introduction to Part Four: NBC in the Digital Age, 1985 to the Present -- 15. Must-See TV: NBC's Dominant Decades -- 16. Creating the Twenty-first-Century Television Network: NBC in the Age of Media Conglomerates -- 17. Life without Friends: NBC's Programming Strategies in an Age of Media Clutter, Media Conglomeration, and TiVo -- 18. Network Nation: Writing Broadcasting History as Cultural History -- NBC Time Line -- Bibliography -- Notes on Contributors -- Index

Sommario/riassunto

Spanning eight decades from the beginnings of commercial radio to the current era of international consolidation and emerging digital platforms, this pioneering volume illuminates the entire course of American broadcasting by offering the first comprehensive history of a major network. Bringing together wide-ranging original articles by leading scholars and industry insiders, it offers a comprehensive view of the National Broadcasting Company (NBC) that brings into focus the development of this key American institution and the ways that it has intersected with, and influenced, the central events of our times. Programs, policy, industry practices and personnel, politics, audiences, marketing, and global influence all come into play. The story the book tells is not just about broadcasting but about a nation's attempt to construct itself as a culture-with all the underlying concerns, divisions, opportunities, and pleasures. Based on unprecedented research in the extensive NBC archives, NBC: America's Network includes a timeline of NBC's and broadcasting's development, making it a valuable resource for students and scholars as well as for anyone interested the history of media in the United States.
