

WELCOME TO THE REVOLUTION



TV GUIDE LOGLINES JAN 1-8 1970

- “Marcia wants to nominate her new Dad as Father of the Year.” (*The Brady Bunch* Jan 2 1970 ABC)
- “Steve Douglas gets cast in daughter Dodie's school play as a tree.” (*My Three Sons* Jan 3 1970 CBS)
- “Lassie is struck by a car while saving a child and now appears to have amnesia.” (*Lassie* Jan 4 1970 CBS)
- “A circus midget and new widower struggle to deal with the prejudice of the town’s banker.” (*Bonanza* Jan 4 1970 NBC)
- “Julie is held hostage by a disturbed man who mistakes her for the daughter of a woman he wants to punish for insulting him.” (*The Mod Squad* Jan 6 1970 ABC)

TV GUIDE LOGLINES DEC 24-31 1979

- “Billie researches an article on the suicide of teenagers.” (*Lou Grant* Dec 24 1979 CBS)
- “Barney assigns a female detective to investigate a dentist who has a history of sexually assaulting sedated patients.” (*Barney Miller* Dec 27 1979 ABC)
- Danny and Polly continue to grapple with their inter-racial romance; Chester begs wife Jessica for another chance after she discovers his infidelity; high-school senior Billy is thrown an 18th birthday by the teacher he is sleeping with.” (*Soap* Dec 27 1979 ABC)

TELEVISION

(...or whatever that is anymore)

Think of all the ways you watch content right now.
How much of it is not even on a television set?

How did we get from
there to here?

FROM HERE...



TO HERE?

TO
THIS...

Schitt's Creek

...FROM
THAT?



"I Love
Lucy"

FROM THIS...





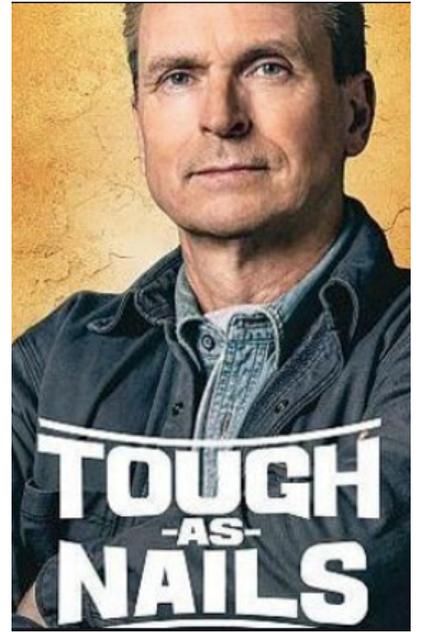
AND THIS

- AND THIS

CBS PRESENTS
HUR GODFREY'S
Talent Scouts
A NEW VARIETY SHOW

AND THIS?





TO THIS?



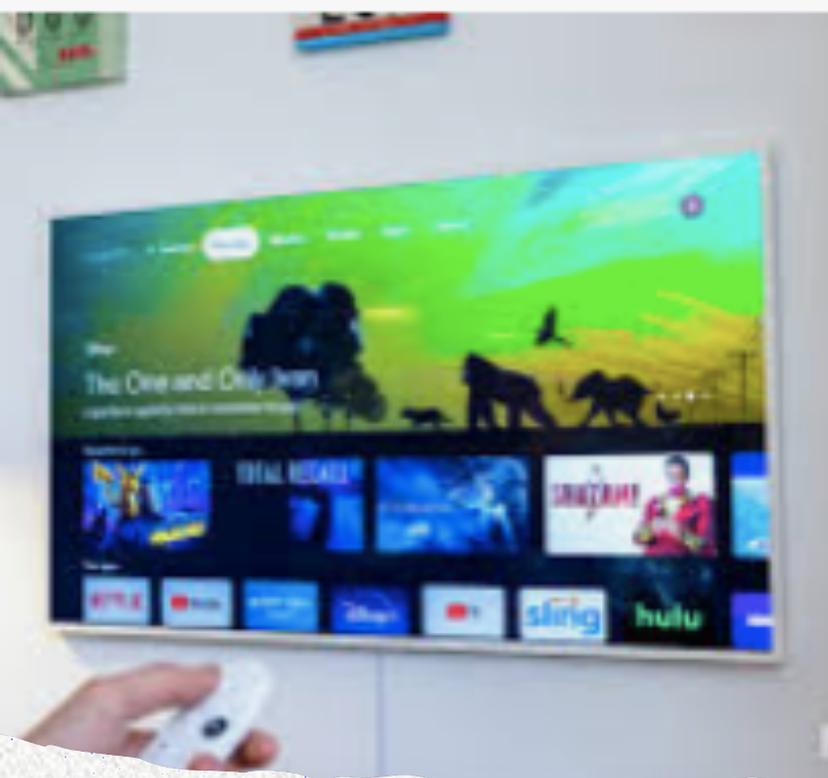
MOSTLY BECAUSE
WE'VE GONE FROM
THIS ...



...TO THIS

AND THIS....





...TO THIS

MUCH OF THE CHANGE IN **CONTENT**
IF NOT TECHNOLOGY
IS DUE TO WHAT HAPPENED IN THE 1970S,

When...

- ... the TV business came into the hands of the first generation raised on it
- ... black-and-white (of everything) took on shades of gray
- ... norms and standards and expectations came out of the 60s changed forever
- ... taboo subjects and material was no longer taboo
- ... prime-time TV could no longer exist in a *Brady Bunch* vacuum
- ... everyday reality could no longer be ignored



The missing link...

...between
then
and
now



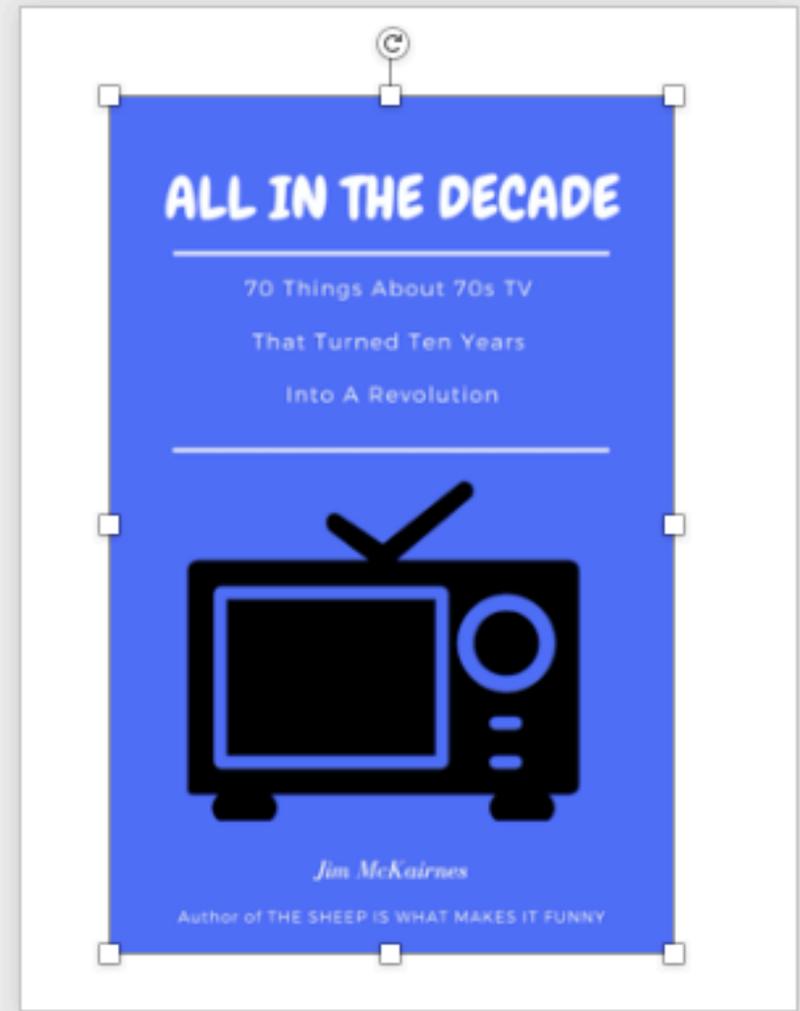
“...A fact or piece of information that you need in order to have complete knowledge of something...”

THE COURSE

All in the Decade:

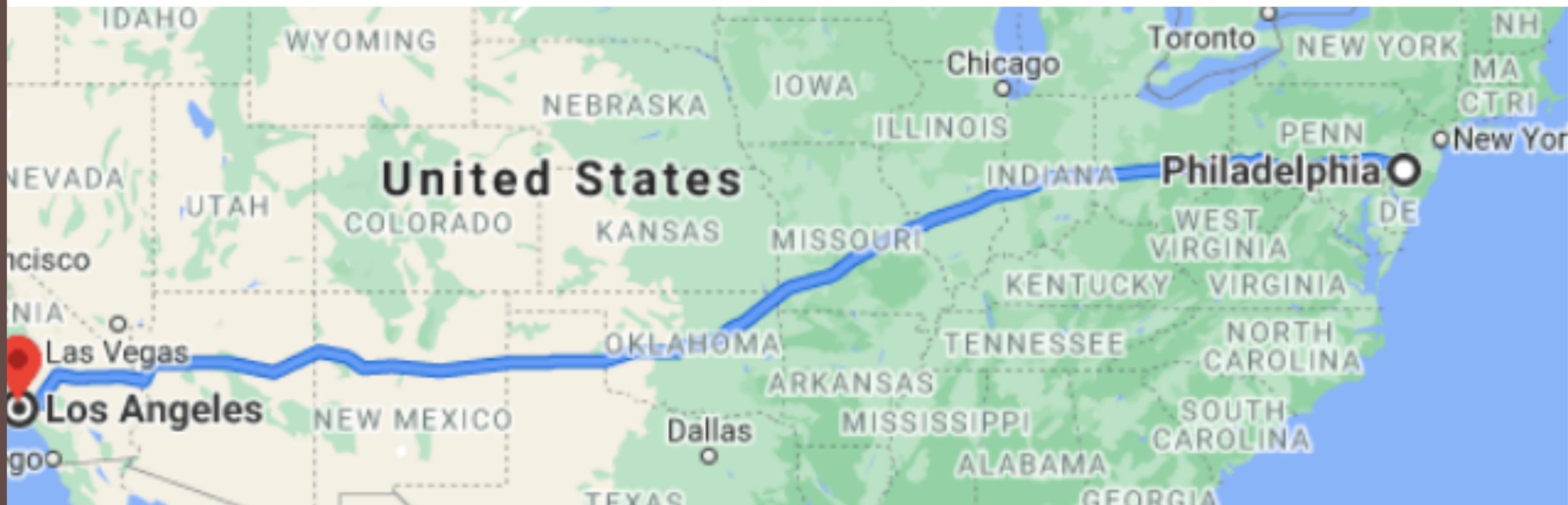
70 Things About 70s TV That Turned a
Ten Years in a Revolution

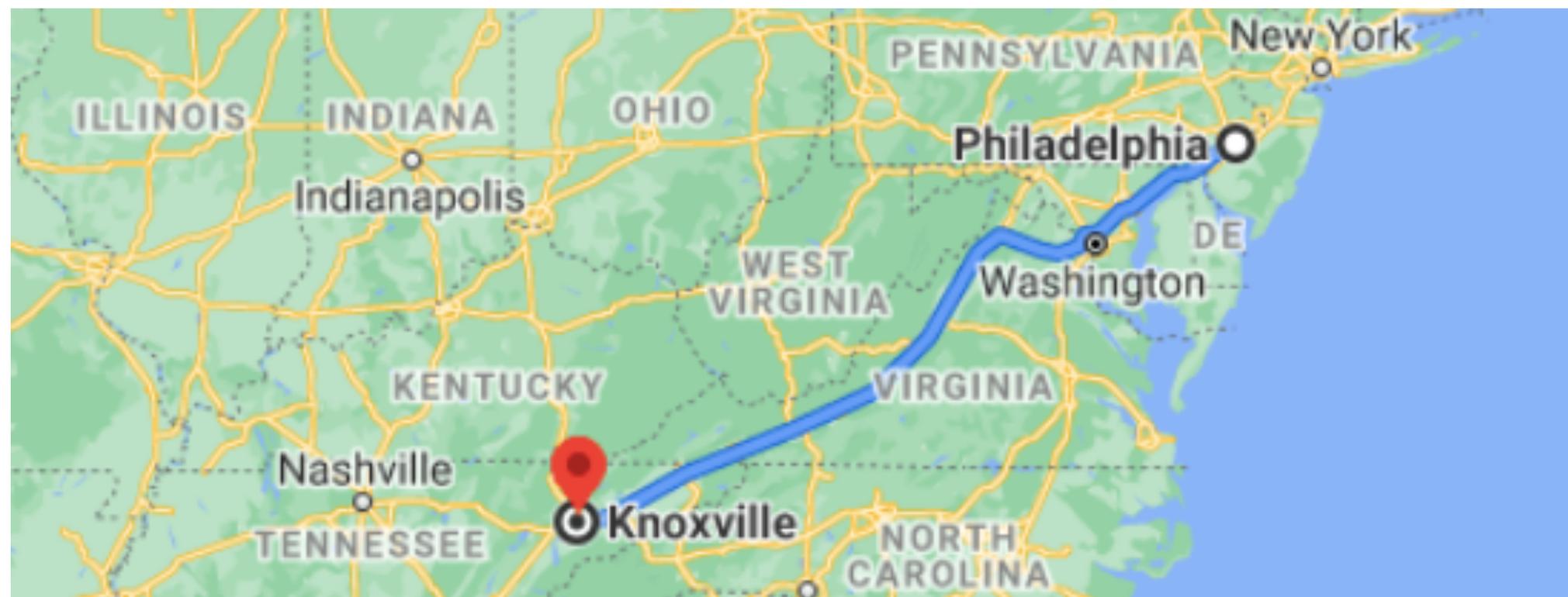
OF COURSE...



jmck

Born and raised in Philadelphia, with a Journalism degree from the city's Temple University, which took me to Los Angeles ... eventually.





People weekly

- The real folks in
Famous! Most

- Corey Feldman's best

MURDER IN BEVERLY HILLS



Sons Named in Double Slaying in Beverly Hills

Crime: One arrested. Entertainment chief Menendez and wife were initially thought victims of a gangland hit

BY RONALD L. SOBLE
and JOHN JOHNSON
L.A. TIMES STAFF WRITERS

The eldest son of slain entertainment executive Jose Menendez and his wife was arrested Thursday on suspicion of murdering his parents.

"I've been in this business over 33 years and I have heard very few murders that were more savage than this one was," Beverly Hills Police Chief Marvin D. Langanose told a news conference.

As for the motive, Langanose said

AUGUST 20 1989



• >



”AUTHOR’S NOTE...”

”The 1970s, after all, was the decade that made everything that was being enjoyed in 2014 possible – the content, the daring, the technology, the choice, the experience. The TV industry came of age in the 1970s. It entered the decade as an awkward adolescent and emerged ten years later a (reasonably) confident adult.”

...which is what this course is about: that coming of age...

But it's also
about fun and
about
nostalgia and
about
remembering.





But first...

AN OBVIOUS DISCLAIMER

EVERYTHING
THERE IS TO
KNOW ABOUT TV



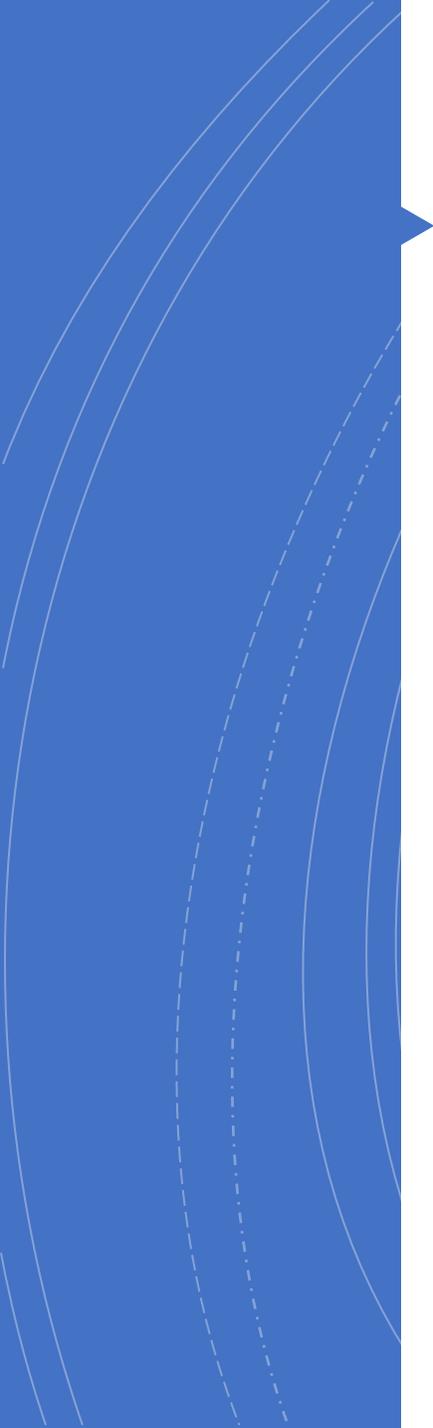
JIM'S CLASS



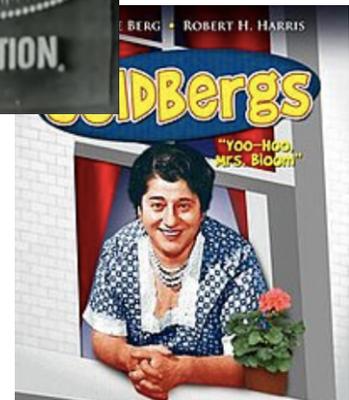
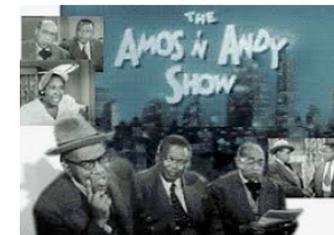
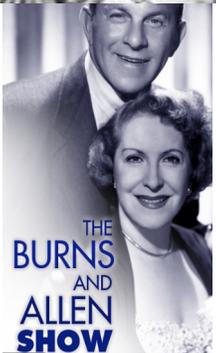
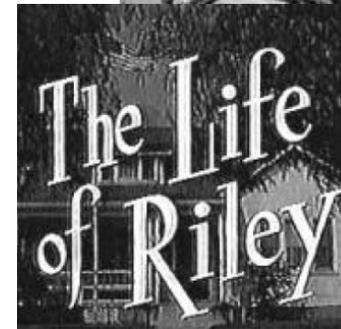
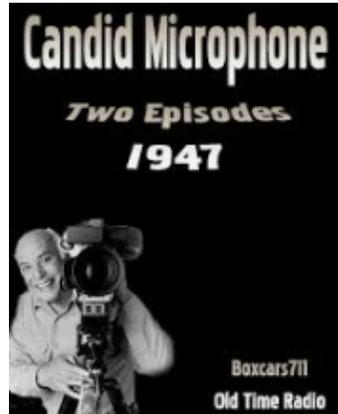
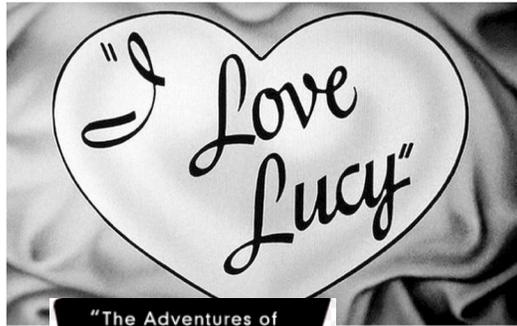
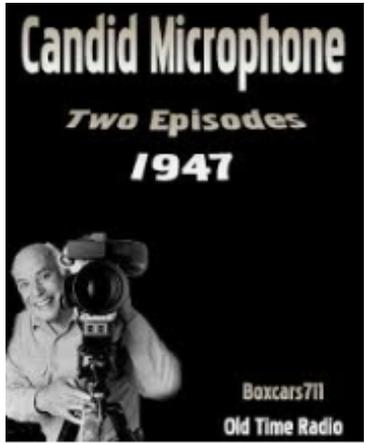


TV EVOLUTION IN A NUTSHELL

- has gone from something you listen to to something you watch for
- has gone from a shared experience to a singular one
- has gone from obvious material to nuanced (both humor and drama)
- has gone from flat to multi-dimensional
- has gone from black-and-white to color in possible every sense
- has gone from passive viewing to active experience (and interaction)

- 
- conceived in the 1920s and announced in the 1930s
 - born in the 1940s
 - a toddler in the 1950s
 - a young child in the 1960s
 - a rebellious adolescent in the 1970s
 - an adult as of the 1980s
 - an adult with a mid-life crisis as of the 2000s

FROM RADIO TO TV

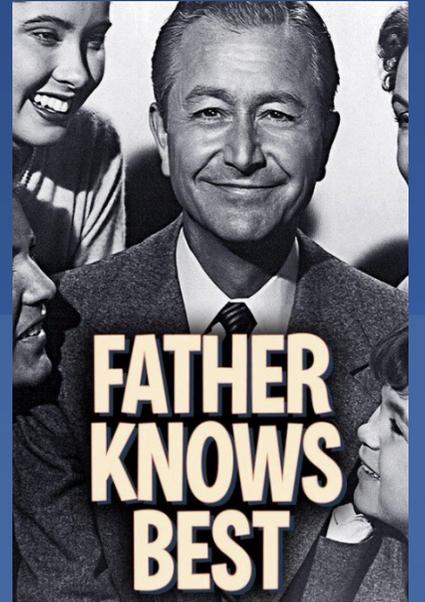


As a brand-new medium, **as an unknown thing**, television was rooted in the known – in proven and accepted and popular stage entertainment of vaudeville and then radio.

The writing is:

- broad
- safe
- familiar
- black-and-white in every sense
- “radio with pictures”





In three words...

NOT.

VERY.

CHALLENGING.

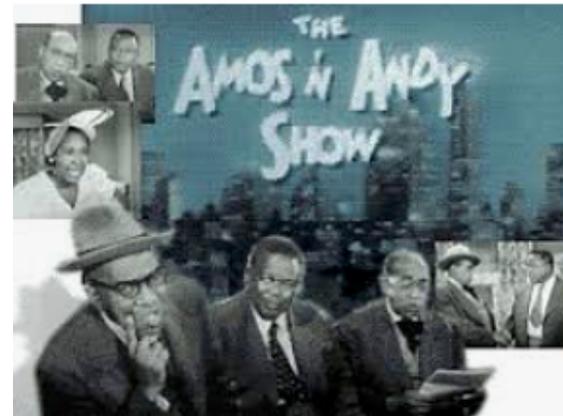
(to networks, to advertisers, to viewers)

The number of households with a television set increased from a mere 9.8 million in 1941 to 45 million by 1959.

TV in the '50s a Forgettable Period for Blacks

An "intentionally skewed version of reality ... quite literally, a whitewash"

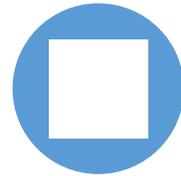
"Television was the place where one found definitively normal families," says *Television in Black-and-White America: Race and National Identity*, "and no black children were to be found in that excessively normal world."



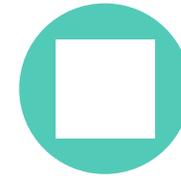
But times and ideas and writing and approaches were beginning to change in the latter part of the decade as TV audiences grew...



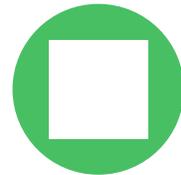
Having
toddled in
the 1950s,
TV learns
to walk and
to explore
(and to
challenge) in
the 1960s...



Prime-time is
now a
mix of the
old and new



TV is
beginning to
experiment,
to think less
broadly



Writers were
beginning to
trust
audiences to
handle /
accept more

Ed Sullivan
Show



GILLIGAN'S
ISLAND



THE
LUC
SH

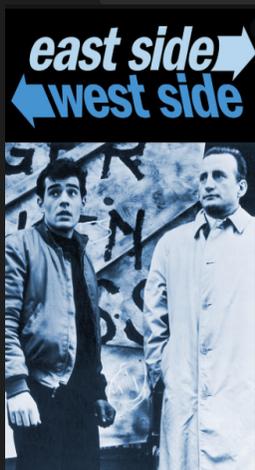


It's still this...



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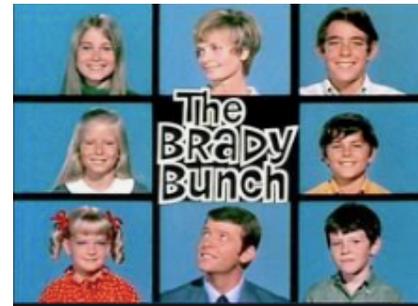
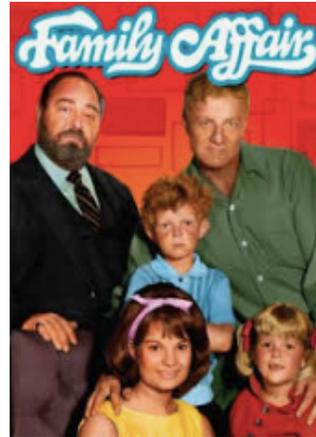
... but now it's this, too



THE GROWTH COMES IN OBVIOUS AND NOT SO OBVIOUS WAYS

- OPENING CREDITS
- MUSIC
- MULTI-GENERATIONAL
- CONTEMPORARY SITUATIONS
- URBAN LOCATIONS

AS THE
CONCEPT OF
FAMILY IS
CHANGING IN
THE COUNTRY,
SO, TOO, IS IT
ON TV



MORE AND MORE WOMEN BEHIND THE SCENES ...

... Especially as writers, giving a more rounded perspective on people and situations

Ruth Brooks Flippen

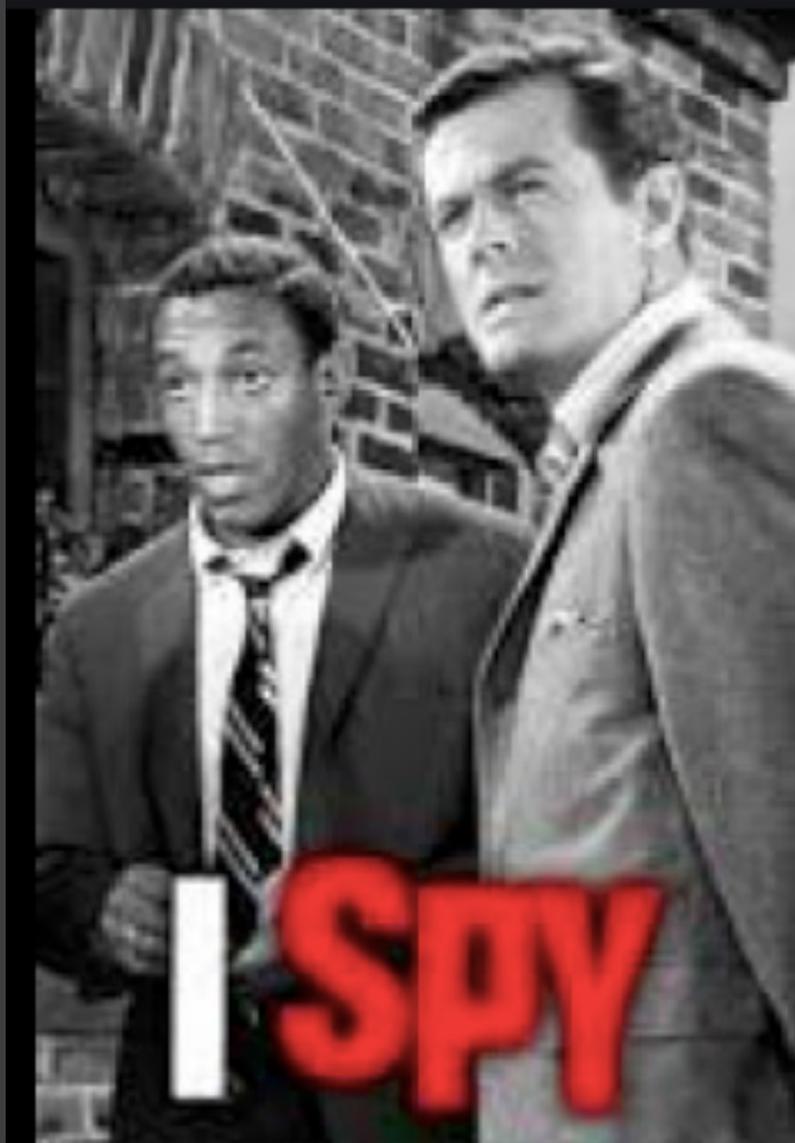
Peggy Elliot

Helen Levitt

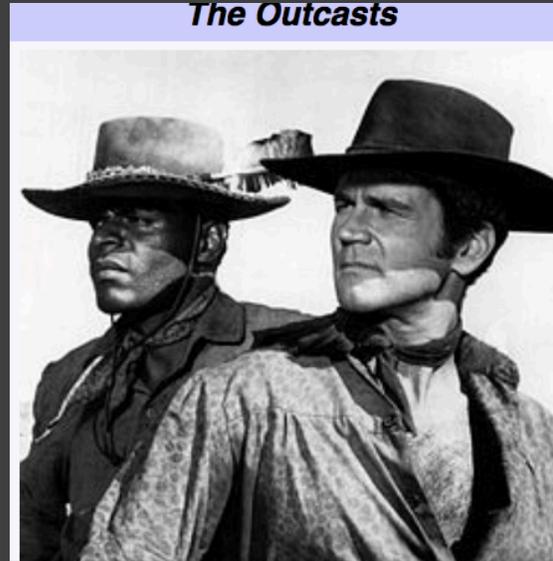
Lila Garrett

Barbara Avedon





The Outcasts



BLACK IMAGES AND IDEAS AND VOICES, TOO,

Ferdinand Leon

Harry Dolan

Gene Boland

Robert Goodwin (one of the first blacks
to write for national television)

DIFFERENCES ARE BEING MADE, BUT ...

A (“SANITIZED”) MILESTONE

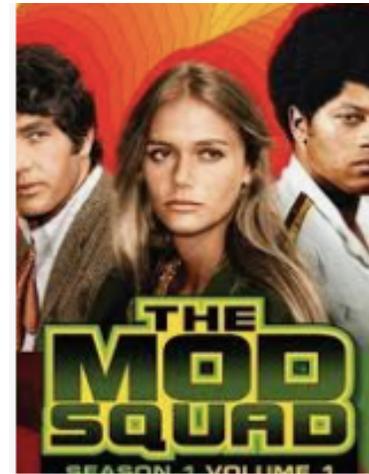
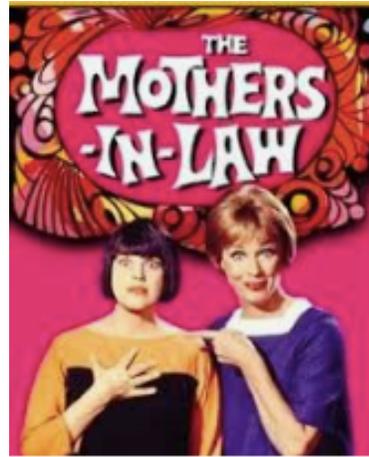
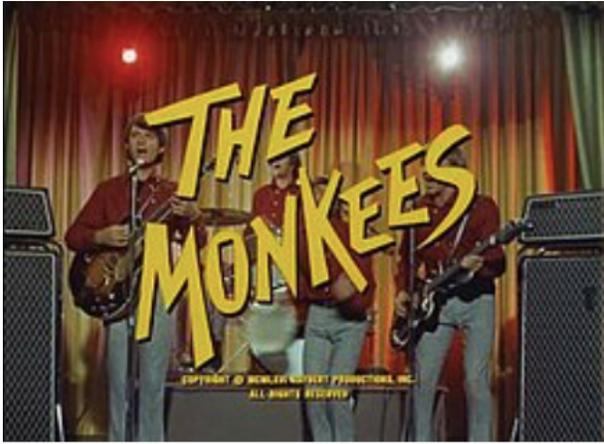


- ...”However, using that middle-class premise for the first comedy to showcase a black family in 1968 turned "Julia" into a battlefield in the still-ongoing war about how African-Americans are represented on TV today. Squarely situated at an intersection between popular culture and racial politics, "Julia" became a beachhead for critics who insisted that television should not sacrifice African-American authenticity to win viewers....”



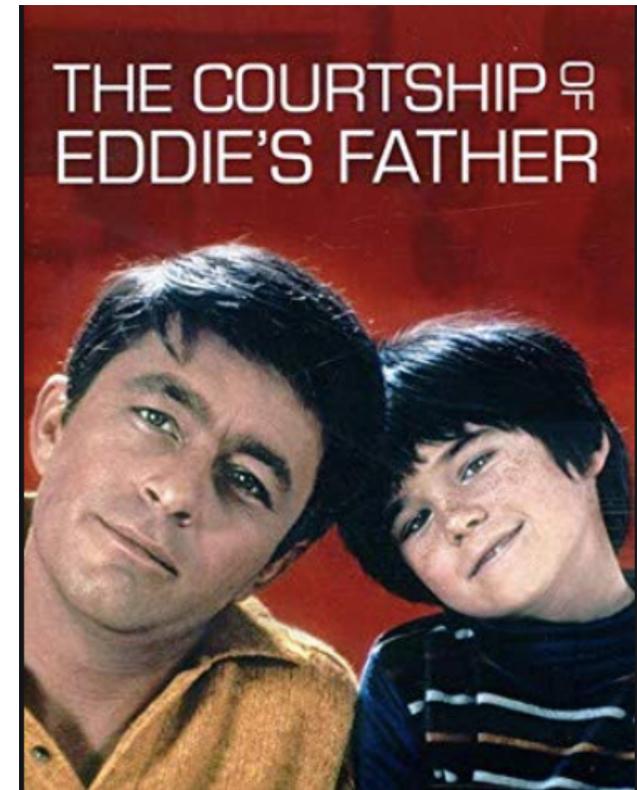
THE
EXPERIENCE
AS THE 1960S
COMES TO
AN END

- TV comes out of the “theater” (studio) – location filming
- opening credits less “vaudeville/stage” presentation overtures, they tell a story and are part of the store
- realistic set design
- nods to current times (pop music)
- something for (most) ever viewer



THE DRUMS OF REAL CHANGE
BEGIN TO BEAT IN 1967

KEY YEAR: 1969



- <https://www.youtube.com/watch?v=qfaQhiGPV4Y>
- <https://www.youtube.com/watch?v=-MLkofLSYZs>
- <https://www.youtube.com/watch?v=eAIEIMxfxBc>

MORE AND
MORE
CHANGES IN
MATERIAL,
PRESENTATION,
FACES,
SITUATIONS

- from something you listen to > something you take in with your eyes
- from broad > nuance
- from “typing > writing”

MEANWHILE

- Vietnam on the Evening News
- “The while world is watching” (1968 Democratic)
- MLK and RFK killed
- Campus protest
- The moon landing
- Charles Manson
- Stonewall Uprising



GIVEN ALL THIS

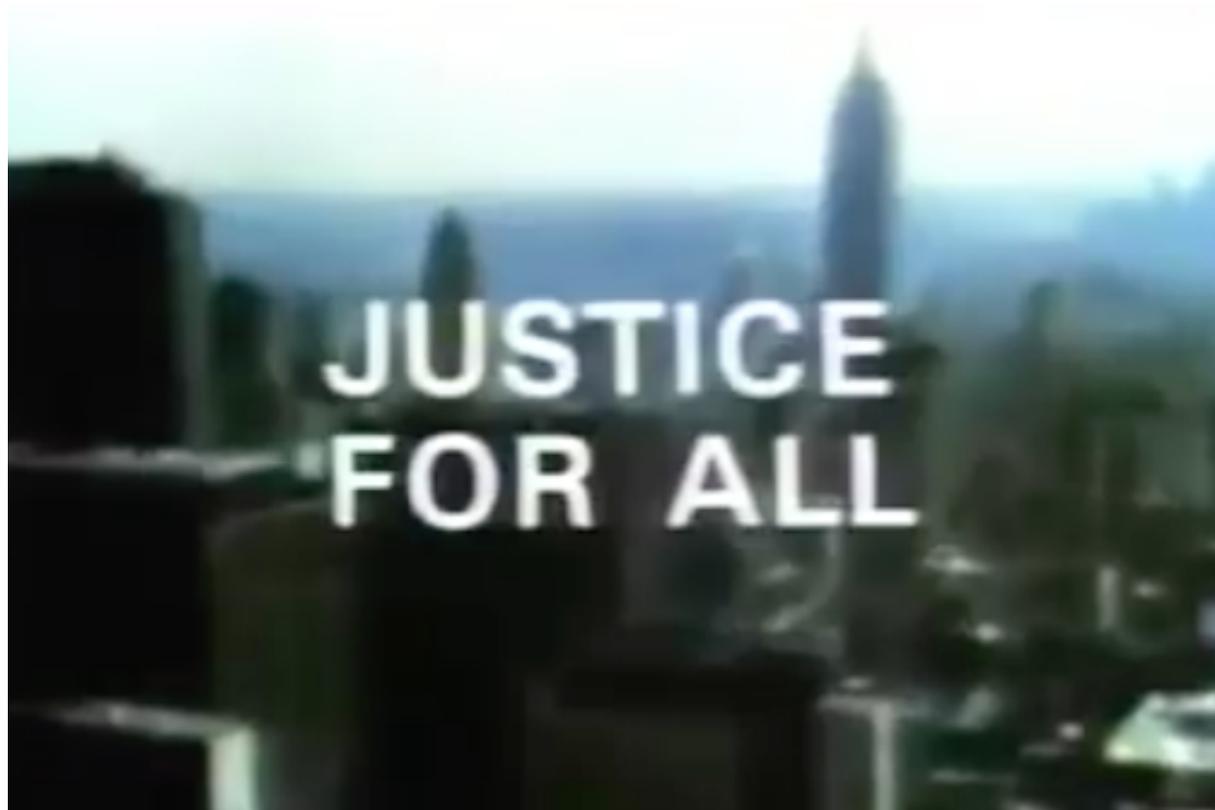
HOW COULD PRIME-TIME TV

NOT

CHANGE

?

(And as it happens so happens, over in the
ABC Comedy Development department...)



THE REVOLUTION HAD BEGUN

../Desktop/NCEdecade.ppsx

END OF WEEK 1

WEEK 2: REALISM

(no class session next week;
see you on January 25th)

WHEN THE FACES AND VOICES AND THE STORIES ON SCREEN
BEGAN TO RESEMBLE

THE FACES AND VOICES AND STORIES IN LIFE

(feel free to think ahead of examples and we'll see if ours match)