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[(Public Television: Panacea, Pork Barrel or Public Trust?)] [Author: Marilyn Lashley] published on (May, 1992): Marilyn Lashley: Books - Amazon.ca

This hard-hitting history of public television over the last twenty years fills a void in the literature and shows how powerful political actors and the budget process have severely affected TV strategic behavior and programming. This remarkable case study of public television funding, organization, and programming defines what makes public organizations effective or not. The ancillary text links the evaluation of public TV to analyses of organization theory and models.

The origins and evolution of the major insititutions in the United States for noncommercial radio and television are explored in this unique volume. Ralph Engelman examines the politics behind the development of National Public Radio, Radio Pacifica and the Public Broadcasting Service. He traces the changing social forces that converged to launch and shape these institutions from the Second World War to the present day. The book challenges several commonly held beliefs - including that the mass media is simply a manipulative tool - and concludes that public broadcasting has an enormous potential as an emancipatory vehicle.

Public television is uniquely positioned in our country to contribute to the invigoration of democratic public life because, ostensibly, it is neither driven by the market nor dominated by the state. In this comprehensive analysis of the forces that shape our public television system, sociologist William Hoynes finds that public television increasi

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In 1995, US public television faced possible elimination of federal funding, potentially commercialising this type of broadcasting. This study suggests that these strains have undermined public broadcasting historically; the result is that programming no longer prioritises social reform.

From 1989 to 1991, Barry Dornfeld had an unusual double role on the crew of the major PBS documentary series *Childhood*. As a researcher for the series, he investigated the relationship between children and media. As an anthropologist, however, his subject was the television production process itself--examining, for example, how producers developed the series, negotiated with their academic advisors, and shaped footage shot around the world into seven programs. He presents the results of his fieldwork in this groundbreaking study--one of the first to take an ethnographic approach to the production of a television show, as opposed to its reception. Dornfeld begins with a broad discussion of public television's role in American culture and goes on to examine documentaries as a form of popular anthropology. Drawing on his observations of *Childhood*, he considers the documentary form as a kind of "imagining," in which both producers and viewers construct understandings of themselves and others, revealing their conceptions of culture and history and their ideologies of cultural difference and universality. He argues that producers of culture should also be understood as consumers who conduct their work through an active envisioning of the audience. Dornfeld explores as well how intellectual media professionals struggle with the institutional and cultural forces surrounding television that promote entertainment at the expense of education. The book provides a rare glimpse behind the scenes of a major documentary and demonstrates the value of an ethnographic approach to the study of media production.

McCourt sees public broadcasting as increasingly under siege as the marketplace undermines public goods and services and as politics and culture are beset by fragmentation. In this first full-length scholarly examination of National Public Radio, he contrasts NPR's mission and its practices.

Once regarded as a system in decline, public service broadcasters have acquired renewed legitimacy in the digital environment, as drivers of digital take-up, innovators and trusted brands. Exploring this remarkable transformation, *Reinventing Public Service Television for the Digital Future* engages with the new opportunities and challenges facing public service media, outlining the ways in which interactive technologies are now expanding the delivery of diverse goals and enhancing public accountability. Drawing on fifty interviews with media industry and academic specialists from four countries this seminal work explores the constraints and possibilities of the public service system and its prospects for continued survival in the age of on-demand media.

A critique of American public broadcasting explores how its mission has been eroded from public-supported educational and cultural programming to corporate sponsorship of mainstream entertainment

As local media institutions collapse and news deserts sprout up across the country, the US is facing a profound journalism crisis. Meanwhile, continuous revelations about the role that major media outlets--from Facebook to Fox News--play in the spread of misinformation have exposed deep pathologies in American communication systems. Despite these threats to democracy, policy responses

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have been woefully inadequate. In *Democracy Without Journalism?* Victor Pickard argues that we're overlooking the core roots of the crisis. By uncovering degradations caused by run-amok commercialism, he brings into focus the historical antecedents, market failures, and policy inaction that led to the implosion of commercial journalism and the proliferation of misinformation through both social media and mainstream news. The problem isn't just the loss of journalism or irresponsibility of Facebook, but the very structure upon which our profit-driven media system is built. The rise of a "misinformation society" is symptomatic of historical and endemic weaknesses in the American media system tracing back to the early commercialization of the press in the 1800s. While professionalization was meant to resolve tensions between journalism's public service and profit imperatives, Pickard argues that it merely camouflaged deeper structural maladies. Journalism has always been in crisis. The market never supported the levels of journalism--especially local, international, policy, and investigative reporting--that a healthy democracy requires. Today these long-term defects have metastasized. In this book, Pickard presents a counter-narrative that shows how the modern journalism crisis stems from media's historical over-reliance on advertising revenue, the ascendance of media monopolies, and a lack of public oversight. He draws attention to the perils of monopoly control over digital infrastructures and the rise of platform monopolies, especially the "Facebook problem." He looks to experiments from the Progressive and New Deal Eras--as well as public media models around the world--to imagine a more reliable and democratic information system. The book envisions what a new kind of journalism might look like, emphasizing the need for a publicly owned and democratically governed media system. Amid growing scrutiny of unaccountable monopoly control over media institutions and concerns about the consequences to democracy, now is an opportune moment to address fundamental flaws in US news and information systems and push for alternatives. Ultimately, the goal is to reinvent journalism.

An inspirational true tale of triumph in public broadcasting retells the story of the grassroots movement that preserved the diversity of WQED in Pittsburgh. Reprint.

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