Contents

FIRST FLICKER	XV
I THE INDUSTRY	1
Sorry, Fawn, Your 15 Minutes Are Up	7
The Cool, Dark Telegenius of Robert Pittman	21
THE AGONY OF DECEIT	40
Lawyers, Guns and Money	47
Twain Wreck	55
Broadcast Ooze	62
	xi

Contents

Ivan the Telegenic	70
Out, Out, Damned Spot	76
BILL COSBY MEETS THE MAYFLOWER MADAM	83
II PLAYERS	89
It Came From New Jersey	95
Real (Sick) People	105
The Voyeur .	113
The Most Dangerous Man in Television Is	119
Joe "the Living Legend" Franklin Is a Very Lovely Guy. We've Got Proof!	126
The Apprenticeship of Shelley Long and Kitty Felde. Kitty Who?	134
Norman Mark Gets the Last Nyah-Hah-Hah- Hah-Hah	140
Where There's a Will, There's a Moyers	151
III PROGRAMS	160
Sunday Mourning	165
L.A. Law: D.O.A.	175
Sorry, Maury	183
The Male Eunuch	191
Omigod, What Hath Holly Wrought?	199
Trivial Pursuits	206
The Popcorn Pugilists	213
xii	

Thin of the Night	220
_	
The Beastie Girls	227
The Last Human Being on Saturday Morning	235
"But Daddy, Try to Grok the Story Line"	242
THE LAST ANGRY MOUSE	248
IV LAUGHS	257
When the Laughter Was Real	263
THE LAST ANGRY MAN	269
Mother Knows Best	276
A Most Uncommon Common Man	283
Dabney Coleman, World's Greatest, Uh, Jerk	290
V NEWS, WEATHER AND SPORTS	297
Dan Rather Loses the Frequency	305
Womb with Ado	313
SHOCK OF THE NEWS	320
And Now, a Nanosecond for the News	327
THE BOOB TUBE	334
THE RIGHT'S TOUGH	341
Hurricane Willard and Other Blowhards	349
LOVE THAT BOB	355
The Seat of Power	362
Afterglow	369
- · · ·	xiii