

Three blind mice - how the TV networks lost their way

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Description: -

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Television viewers -- United States.

Television programs -- United States -- Rating.

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Three Blind Mice ... How the TV Networks Lost Their Way

Ken Auletta, author of Greed and Glory on Wall Street, tells the gripping story of the decline of the networks in this epically scaled work of journalism.

Three blind mice (1991 edition)

Heffner: Is that a prophecy? The fact that they had to attack the smug, self-satisfied culture that existed at the three networks, that was inevitable, too. Though written over a decade ago- it is still relevant. Heffner: You obviously feel that it is important to this democracy that we do have a mass medium, that we are able to reach people, and that the networks continue to do so in whatever form.

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And, that was a mistake, in retrospect. The pattern was not an unfamiliar one. Heffner: No road back, either.

Three Blind Mice: How the TV Networks Lost Their Way

He chronicles the takeovers and executive coups that turned ABC and NBC into assets of two mega-corporations and CBS into the fiefdom of one man, Larry Tisch, whose obsession with the bottom line could be both bracing and appalling. He eavesdrops on a CBS board so fusty you can hear the creaking limbs and smell the rancid cigar smoke. Auletta: Well, what is inevitable is that the networks will continue to lose audience.

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His book looks at the effects of increased competition and advanced technology on U. Now, look at yourself as a newsman.

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He had no illusions that he was going to make any money for CBS on that. I think they do have a shareholder responsibility, but I think they also have a public responsibility.

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