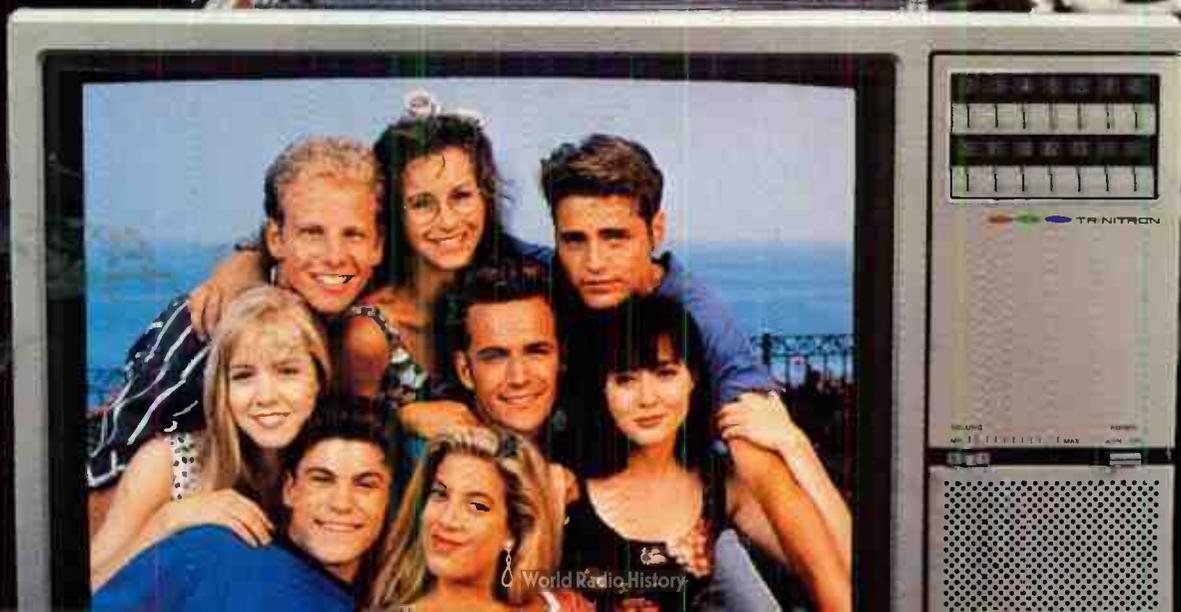
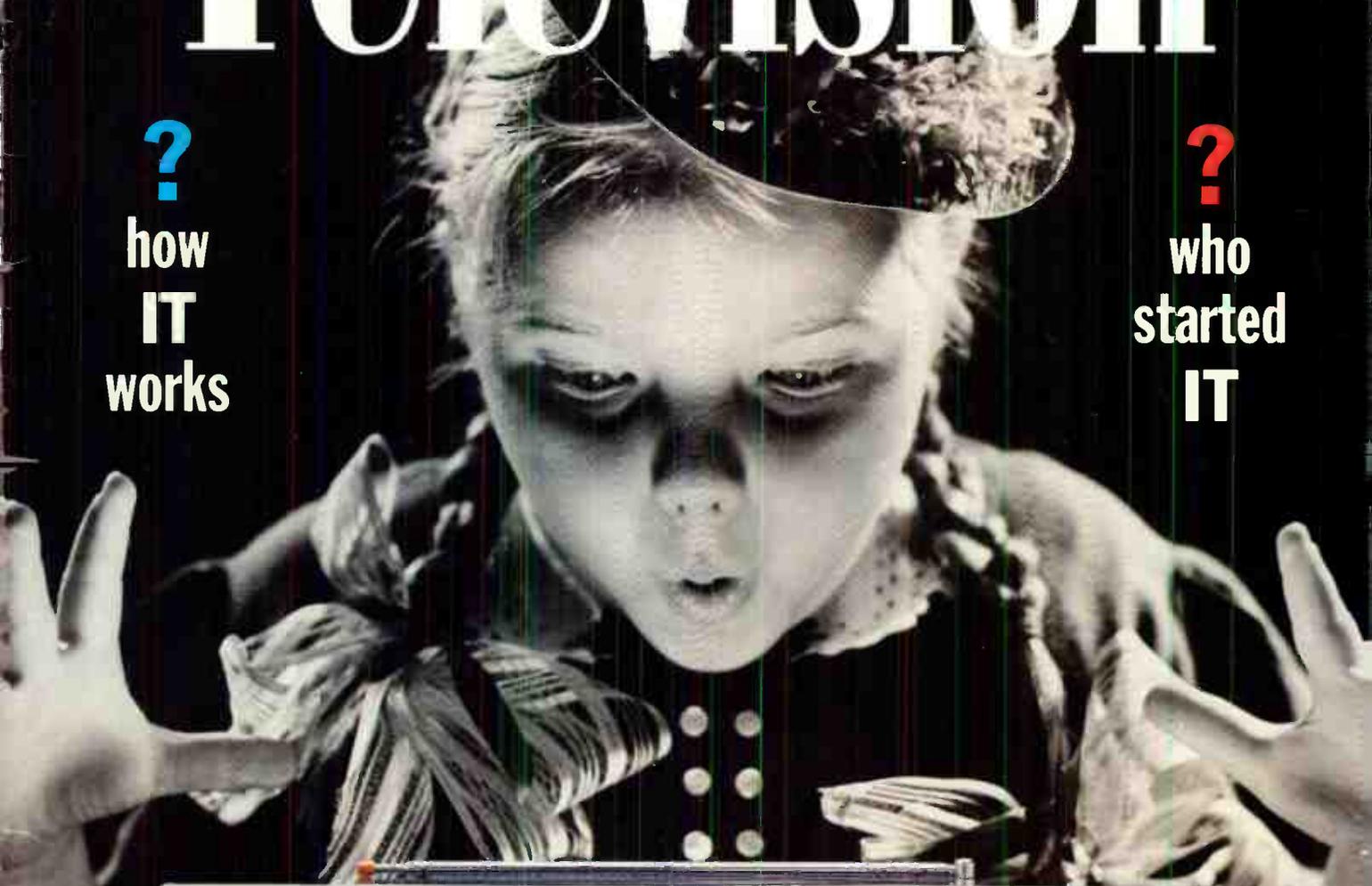




Television

?
how
IT
works

?
who
started
IT



Can You Imagine a World Without It?

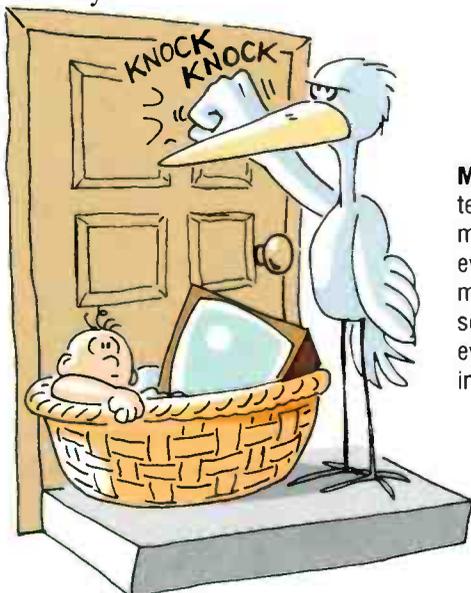
Many people who are alive today know what it's like to live in a world without television. Television as we know it is only about 40 years old. Yet it's so much a part of our lives that it seems as if it always existed.

Some people think that the years before television were a better time. They claim that families talked more and did more things together. More books were read. People used their imaginations more fully. People got more outdoor exercise.

But others disagree. They claim that television is a powerful educational tool. It informs us of what goes on in the world, from a famine in Africa to a local fire. It entertains us. It helps shape our opinions about everything from politics to fashion. It helps us understand how people live, work, and struggle.

Experts will probably continue to argue about television's value. But everyone agrees that it is one of the most significant inventions of the 20th century.

Love it or hate it, television is here to stay!



MORE THAN 250,000 television sets are manufactured every day. That means that one set is made for every child born in the world!





The Early Days

The earliest experiments in television took place in the late 19th century. After the invention of the telephone in the 1870s, scientists began to wonder if pictures—like sound—could be transmitted through the air. However, it took many years of trial and error to get things right, because television cameras and receivers

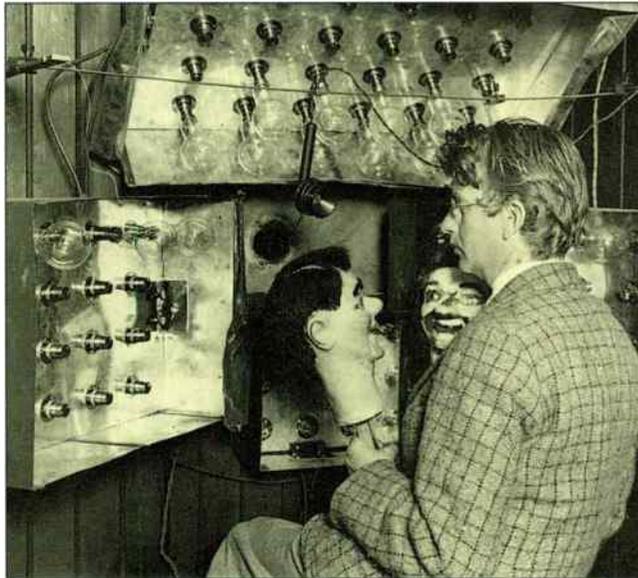
are complicated instruments.

The earliest television shows were often called telecasts or broadcasts. They were usually still pictures transmitted from one place to another. However, in May 1928, General Electric's Schenectady station became the world's first regularly operating television station, simulcasting programs with GE's radio station for half an hour, three days a week. Television

 1925

IN ENGLAND IN

1925, John Logie Baird used a Nipkow scanning disk, which looks over an image and breaks it down line by line, and a neon gas lamp to transmit a living image by television for the first time ever. The picture was of a 15-year-old boy, who became the first person ever "on television."



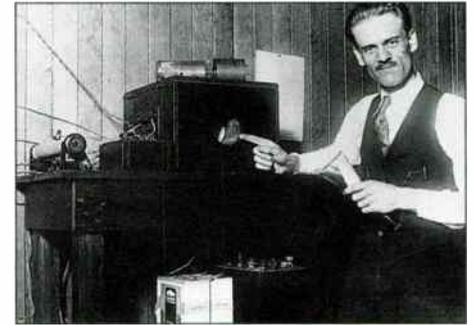
 1927

IN 1927, CHARLES Francis Jenkins set up the first intercity transmission in the United States. The image

of Secretary of Commerce Herbert Hoover was seen on a 2.3-inch screen. The screen was in the office of the president of American Telephone and Telegraph. The inventors could not transmit sound yet, so the two men talked by telephone.



 1930



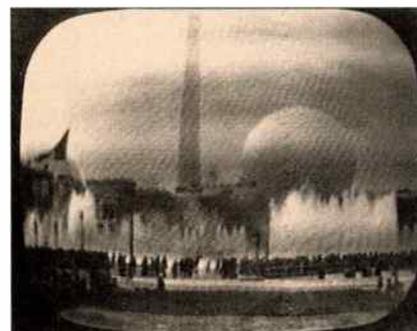
IN 1930, PHIL T. Farnsworth (above) was awarded a patent for electronic television. Around the same time, Vladimir K.

Zworykin (below) a Russian-born U.S. citizen, created an electronic camera tube. Many consider both men to be the fathers of modern television technology.



THINK PIECE!

How do you think TV changed the lives of people who had never had a set in their homes before? Ask someone who was around when television first became popular to tell you about its impact.



PRESIDENT FRANKLIN D. Roosevelt appeared on television in 1939, broadcast by the National Broadcasting Company, to introduce the World's Fair to the American public.

then merely added pictures to the sound that came from the radio.

In the early 1930s, telecasts were usually short and simple. Not many people had television sets to receive the pictures anyway! At the 1939 World's Fair in New York, television was a bit hit. That year, Franklin D. Roosevelt became the first president to appear on television.

By the early 1940s, there were 23 tele-

vision stations in the United States. But soon World War II brought a halt to the television industry. After the war, however, the craze to buy and watch TV really began.

By 1947, there were 170,000 TV sets in the United States. By the end of 1948, 250,000 people owned television sets. Two years later, that number had increased to over 4 million!

1947



1947

It's Howdy Doodo Time! The first major children's show, "Howdy Doodo," starred Howdy Doodo, a puppet, and "Buffalo" Bob Smith. It had 2,543 daily performances—five days a week for 13 years! "Sesame Street" has appeared five days a week since 1969—over 20 years! But "Sesame Street" is on film. "Howdy Doodo" was aired live, mistakes and all. The show had a live studio audience of kids known as the Peanut Gallery.

1948



1940-50



On September 30, 1947, a World Series game was telecast for the first time. The Brooklyn Dodgers, now a Los Angeles team, played the New York Yankees. (The Yankees won, 5 to 3.)



In the late 1940s and early 1950s, many people couldn't afford to buy TV sets. Some gathered in front of store windows to watch their favorite programs. Restaurant owners said that business was slowest at 8 p.m. on Tuesdays. That's when the popular "Texaco Star Theater," starring Milton Berle, was on. The show ran from 1948 to 1956. Berle told jokes, wore silly costumes, and had goofy fun with his guests.

In the early years, networks broadcast shows only in the evenings. Here is a schedule of shows aired on NBC, on Monday nights, in the fall of 1948:

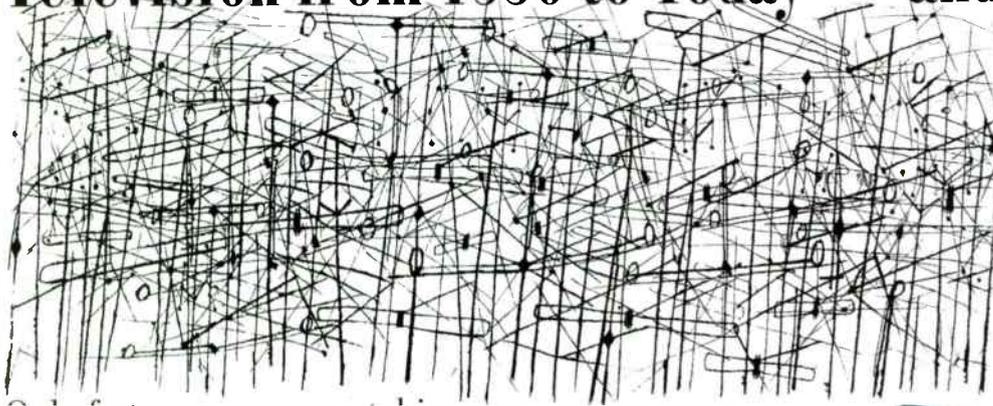
- 7:00** Kukla, Fran and Ollie
- 7:30** The American Song
Camel Newsreel
- 8:00** Chevrolet on Broadway
- 8:30** Americana Quiz
- 9:00** Gillette Cavalcade of Sports

How does this compare with the lineup you see on an average night?



TELEVISION cameras have changed over the years. Here is one of the earliest models.

Television from 1950 to Today—and Beyond!



Only forty years ago, watching television was a totally different experience from what it is today. Then, the average family watched only black-and-white shows on a seven-inch screen. There were no remote control devices to change channels from the comfort of a sofa. Programs were aired only a few hours every evening.

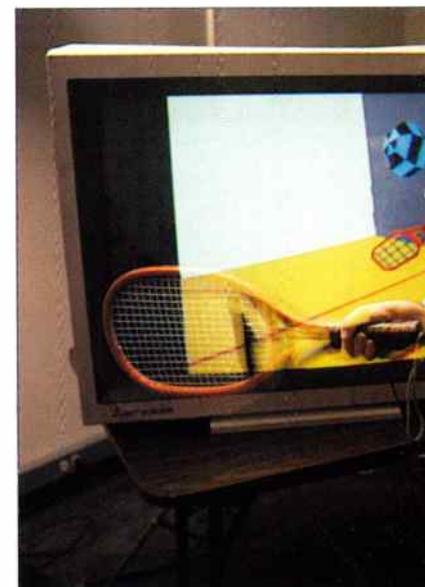
However, the popularity of television pushed scientists to keep thinking up new ways to improve it. And they did. Color telecasts began in 1953. Larger screens, better reception, more—and more varied—shows, and remote-control devices are just some of the ways television has been improved.

Today, television is a communications system that links the far corners of the globe. And who knows what the future will bring.

CABLE TELEVISION began in the early 1950s as CATV, or community antenna television, to serve communities with poor reception. Before this, most television signals were picked up via airwaves through an antenna on top of the set or on the roof. Cable TV linked sets to a central receiving station through a series of cable wire links.

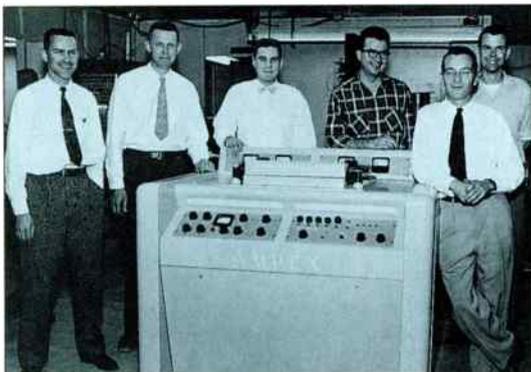


IN 1956, ROBERT Adler, a researcher, invented the first workable remote-control device for TV. However, it was very expensive. In the 1970s, it became affordable and popular.



THESE MEN, WORKING at Ampex, developed the VTR, or videotape recorder, in 1956. The VTR was the parent of the VCR, or videocassette recorder. This huge machine could tape only an hour's worth of programs!

MEL SATER (above on right), working for 3M Co., received the 1983 Engineering Emmy for his contributions to videotape. He is considered the person who invented videotape.





BECAUSE OF TELSTAR 1, a satellite launched in 1962, TV signals could be picked up by a camera and bounced off the satellite to receivers all over the world. Live TV transmission was now possible across the Atlantic Ocean.

NEW HIGH DEFINITION Television (HDTV) is on the way. A picture on a TV screen is made up of about 525 individual lines. By increasing the number of lines a TV screen can receive, experts have developed a much clearer picture. In HDTV, the number of lines increases to over 1050. Sets should be available by the mid-1990s.

3-DTV IS A CONCEPT that will take television to the outer limits. Using a computer, a headset, and other equipment, viewers will be able to enter an artificial environment, like a rain forest or the planet Neptune. They'll be able to see, touch, smell, and hear another world!

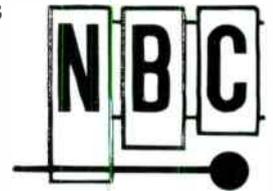


THINK PIECE!

Public-access cable channels allow anyone to buy time on the air and put on a show. If you had the chance, what kind of show would you and your friends put on?



TV SCREENS HAVE become bigger and bigger. Today, most screens are 19 inches. However, some TV screens can cover an entire wall! There are also TVs small enough to wear on your wrist, so you can watch your favorite program anywhere!



A NETWORK IS A company created to broadcast television shows. In the early 1950s, there were four networks: Columbia Broadcasting System (CBS), American Broadcasting Company (ABC), National Broadcasting Company (NBC), and Dumont. Do you know which of these is no longer in business?

INTERACTIVE TELEVISION, still in the experimental stage, is a computer-powered system that will let viewers, via their TV, answer multiple choice questions, vote, or order products.



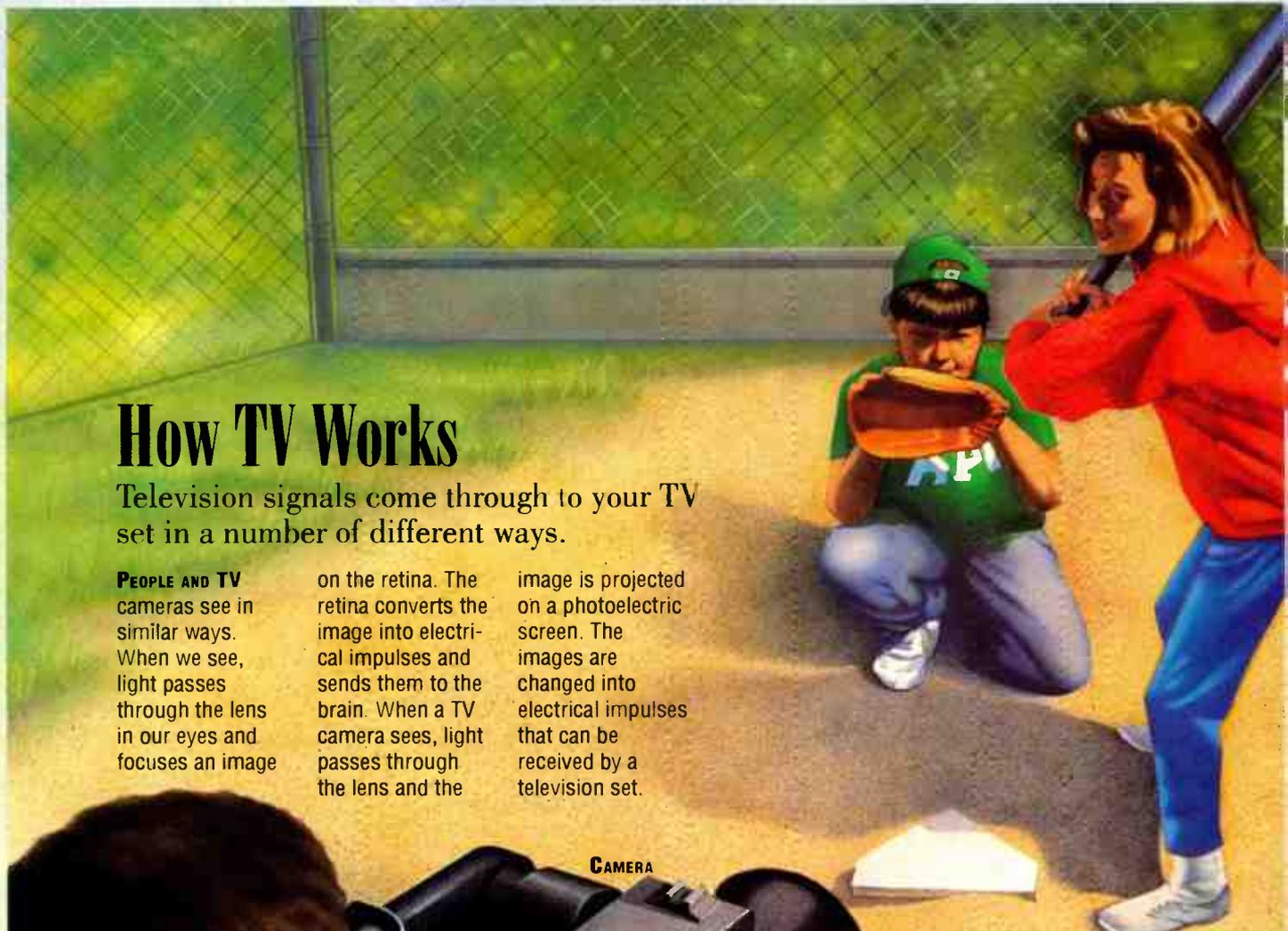
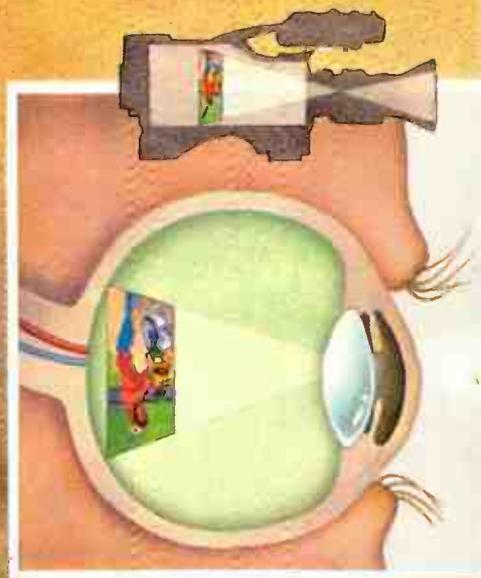
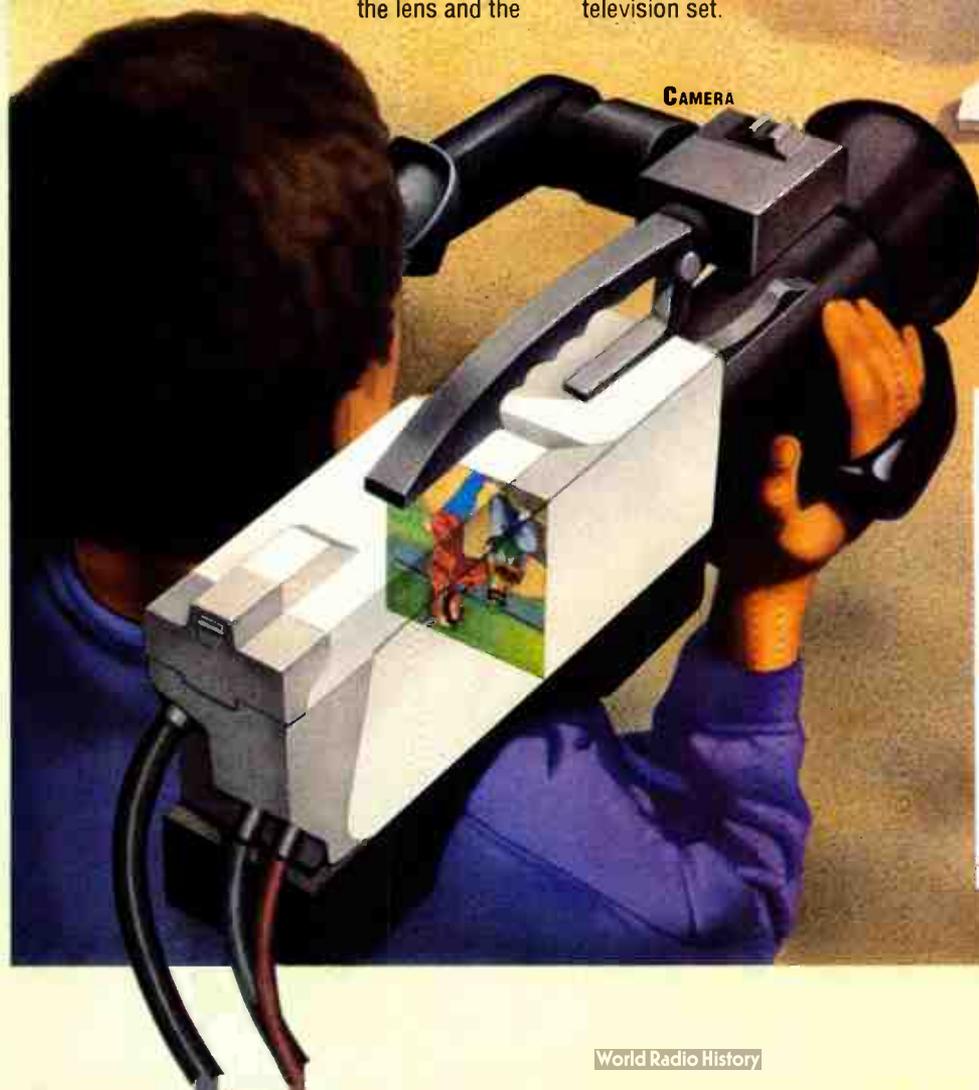
How TV Works

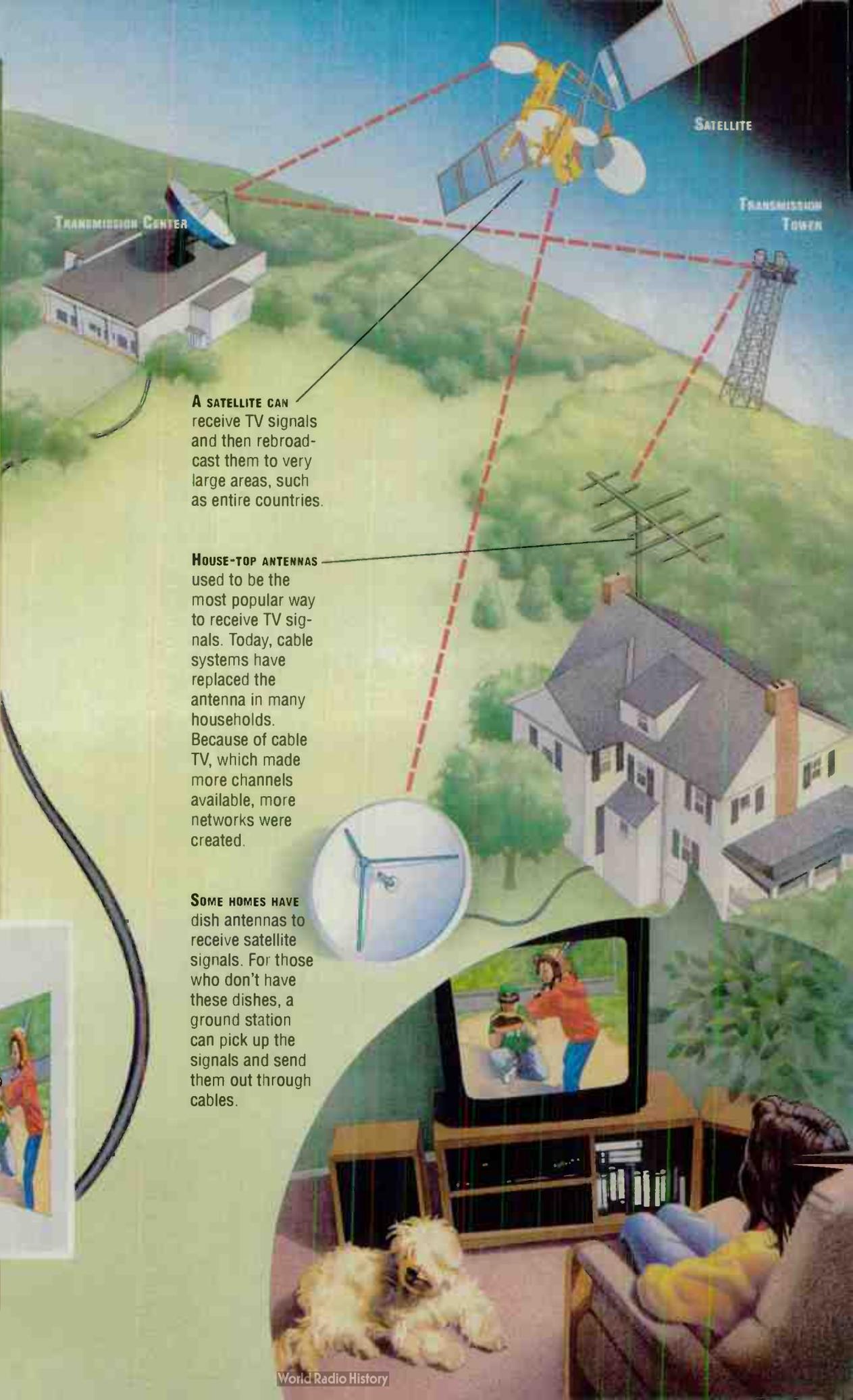
Television signals come through to your TV set in a number of different ways.

PEOPLE AND TV cameras see in similar ways. When we see, light passes through the lens in our eyes and focuses an image

on the retina. The retina converts the image into electrical impulses and sends them to the brain. When a TV camera sees, light passes through the lens and the

image is projected on a photoelectric screen. The images are changed into electrical impulses that can be received by a television set.





TRANSMISSION CENTER

SATELLITE

TRANSMISSION TOWER

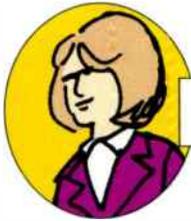
A SATELLITE CAN receive TV signals and then rebroadcast them to very large areas, such as entire countries.

HOUSE-TOP ANTENNAS used to be the most popular way to receive TV signals. Today, cable systems have replaced the antenna in many households. Because of cable TV, which made more channels available, more networks were created.

SOME HOMES HAVE dish antennas to receive satellite signals. For those who don't have these dishes, a ground station can pick up the signals and send them out through cables.

HOW THE CAMERA SEES AND HOW THE EYE SEES





1



2



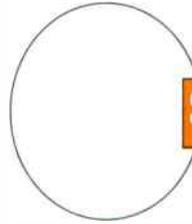
5



6

Make Your Own Cartoon

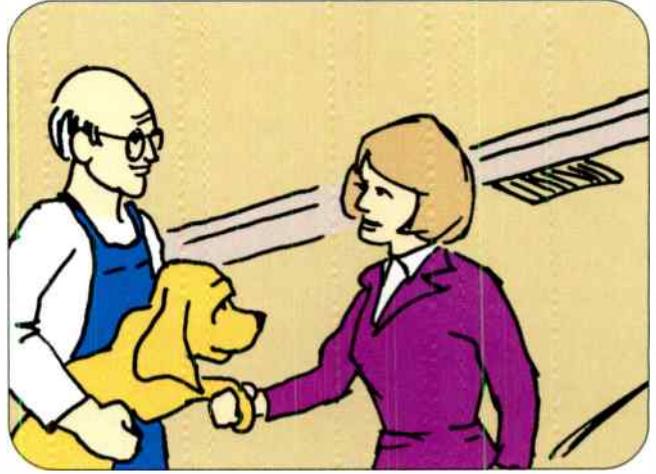
How would you like to be a part of the exciting world of television? You can, by following these simple directions. First, give a name to each of the five characters.



SUPERHERO



3



4



7



8

Then draw your version of a superhero. He or she just might look a lot like you! The frames you see above are similar to a storyboard that people in television use

to show what takes place in each scene. Write dialogue below each frame. Do a good job! Your story just might be the basis for a new TV show.

Something for Everyone

No matter what kind of entertainment you like, you can probably find it on television at some time during the day or night. Do you want to laugh? Turn on a situation comedy. Do you want to hear rock-and-roll music? Turn on MTV. Do you want to watch a sporting event? Tune in to basketball, baseball, boxing, wrestling, or even the Olympics. Do you feel nostalgic? Tune in to an old movie or a documentary about the past. Do you want to learn how to bake a soufflé, paint with watercolors, or build a house? Chances are, if you want it, TV has it.

From game shows to dramas, talk shows to soap operas, miniseries to sports, television is a crazy grab bag of fun and learning.



"THE SIMPSONS," one of the big successes of the 1990s, is an animated situation comedy, or sitcom. It made a big star out of its young hero, Bart Simpson. Bart's wise-guy adventures and his favorite phrase—"Cowabunga, Dude!"—make millions laugh each week.

LAUGHS! LAUGHS! Every week, the comic characters in sitcoms get into zany situations meant to make you laugh. "I Love Lucy," the most popular sitcom of the 1950s, can be seen in reruns today. People still laugh at Lucy Ricardo as she tries to wrap chocolates and keep up with an onslaught of sweets as they race off the assembly line, or as she stomps grapes at a vineyard.



SHUT UP, ALREADY! Talk shows feature a host and guests, who talk and talk. The oldest talk show still on the air is "The Tonight Show," which began in 1954 with Steve Allen as its host. Today's popular host, Johnny Carson, will end a 30-year run in 1992. Other popular talk shows are hosted by David Letterman, Arsenio Hall, Oprah Winfrey, and Phil Donahue.

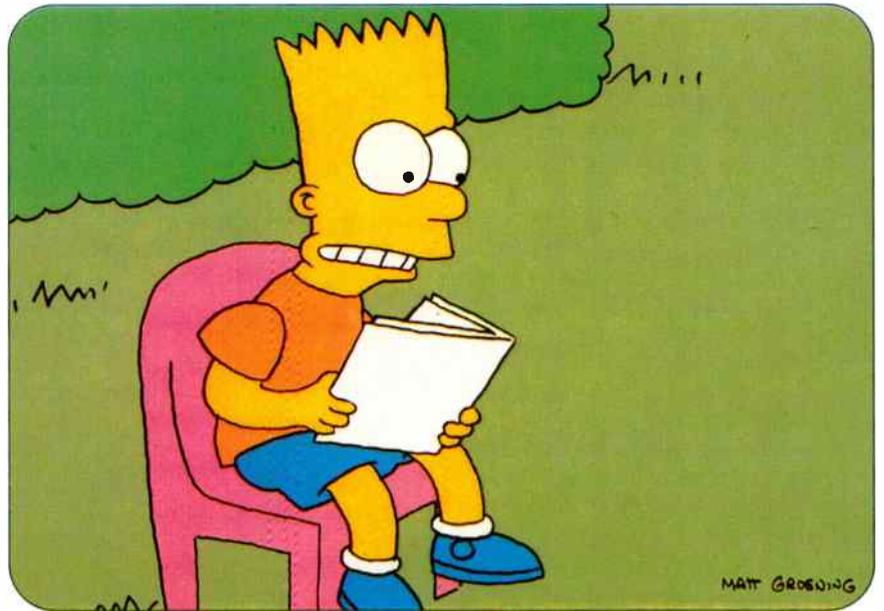


"THE COSBY SHOW" broke ground in the 1980s when it featured an upper-middle-class African-American family. Bill Cosby's humor made the problems of raising a houseful of children a little more bearable.



SERIOUS STUFF Early dramatic shows included "Kraft Television Theater" and "Philco TV Playhouse." Later dramatic favorites, which were filmed

rather than put on live, were "L.A. Law," "thirty-something," and "Hill Street Blues." They became huge hits by dealing with social and personal issues.





KID STUFF

Since the days of Howdy Ooody, kids have loved TV. Over the years, preschoolers have watched "Captain Kangaroo" and "Mister Rogers." On Saturday mornings, it's cartoons and adventure shows. Probably the most important children's show of all time is "Sesame Street." Jim Henson created lovable characters such as Big Bird and Cookie Monster to help kids learn the alphabet, count, think, and care about one another.

"I WANT MY MTV!"

This cry was heard in August 1981 when Music Television began. MTV shows music videos and has changed the way people listen to music and buy records.

THRILLS AND CHILLS

From "Superman" to "The Flash," TV has created some terrific action shows. Westerns from "Gunsmoke" to "Little House on the Prairie" have always been a hit. Science-fiction

shows like "Star Trek" and "The Twilight Zone" have fans who have created their own clubs. Viewers love to puzzle over "who did it" in mystery shows such as "Murder, She Wrote."



DISCOVERY ZONE!

What are TV ratings? How are they tabulated?



More Something for Everyone

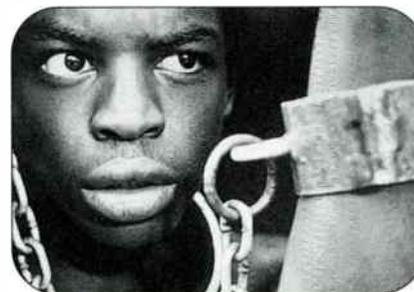


FUN AND PRIZES! Game shows test contestants' skill and luck. Long-running hits such as "Wheel of Fortune," "Jeopardy," "Family Feud," and "\$25,000 Pyramid" have always gathered big audiences. Audiences love to watch people hit the jackpot. Contestants win prizes by answering questions, such as "What's the capital of Belgium?" or "Who wrote *My Antonia*?"

Soe! Soe! Boo Hoo! Soap operas got their nickname because on the radio they were often sponsored by soap companies. They were called operas because, like musical operas, they are full of drama and tears. Millions of people tune in every day to find out what will happen next.

With titles like "All My Children," "General Hospital," and "As the World Turns," they tell stories of passion and romance. Night-time soaps like "Dallas" and "Dynasty" won big audiences in the 1980s. Laura and Luke's wedding on "General Hospital" was a great success.

WHAT'S NEW? Among the most famous and well-respected news reporters are Edward R. Murrow, whose documentary series "See It Now" and "CBS Reports" featured some of the most impactful television news reporting; Walter Cronkite, considered America's #1 anchorman during the 1970s; Dan Rather, also known for his investigative reporting on "60 Minutes"; and Barbara Walters, perhaps best known for her revealing interviews with the famous. "60 Minutes," a Sunday show featuring investigative news reports, is always rated highly.



Adapted from a book by Alex Haley, "Roots" told the story of the writer's family from its beginnings in an African village, through years of slavery in this country, to ultimate freedom after the Civil War. Other popular miniseries were "The Thorn Birds," "Holocaust," and "Lonesome Dove."

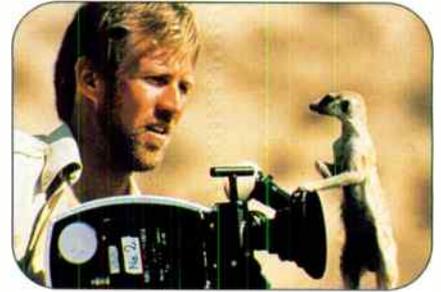
TELLING A STORY A miniseries tells a dramatic story over several nights. The most popular miniseries of all time was "Roots," first shown in 1977.



PUBLIC BROADCASTING

In the United States, the Public Broadcasting Service (PBS) runs on money donated by its viewers and by large corporations. PBS has aired many fine programs, including "Masterpiece Theatre," "Civilization," "Sesame

Street," "Nova," "Nature," and many special events from theater, dance, and music. There are no commercials on PBS. But several times a year the local stations appeal to viewers for contributions.



THE GAME'S ON!

Some say that watching a game on TV is better than being there in person. You get a

close-up look at the game's every play, you don't have to worry about the weather, and you have

experts to comment on the game as you watch. You can see almost any sport on TV, from baseball to

gymnastics. In the photo above, the U.S. beat the U.S.S.R. in hockey in the 1980 Olympics.

Most Watched Programs

(excluding sporting events)

1. "M*A*S*H" (Last episode) CBS 2/28/83
2. "Dallas" ("Who Shot J.R.?",) CBS 11/21/80
3. "Roots, Part VIII" ABC 1/30/77
4. "Gone With the Wind" Part I NBC 11/7/76
5. "Gone With the Wind" Part II NBC 11/8/76
6. "Bob Hope Christmas Show" NBC 1/15/70
7. "The Day After" ABC 11/20/83
8. "Roots, Part VI" ABC 1/28/77
9. "The Fugitive" (Last episode) ABC 8/28/67
10. "Roots, Part V" ABC 1/27/77

(SOURCE: TV GUIDE Commemorative issue 1991)



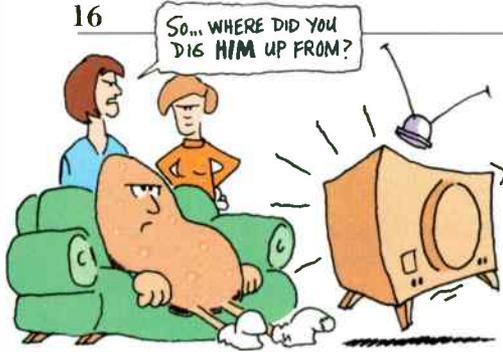
Buy Me!

Television commercials have one goal. They want you to buy a product. First, they try to get your attention while you're watching TV. Then they try to persuade you to buy the products they talk about. Commercials keep most television networks in



business. Companies pay networks to show their commercials during certain programs. The fee is based on the popularity of the program. The more popular the show, the more money it costs to air the commercial. A 30-second commercial on the highly popular Super Bowl broadcast in 1991 cost advertisers up to \$750,000!

ENTERTAINMENT AND sports stars often appear in commercials. Their endorsement of a product can result in huge sales. Celebrities who have recently sold products include Bo Jackson, M.C. Hammer, Paula Abdul, Whitney Houston, and Bart Simpson.



COUCH POTATOES IS a name given to people who sit endlessly in front of a TV set. They

don't budge. They only move to change the channel and eat junk food.

Good or Bad?

In 1961, Newton Minow, a government official, called prime-time TV schedules "a vast wasteland." Even though Minow said that 30 years ago, many feel that it is still true today. Television is credited with being a great teacher. It is also blamed for the poor reading and writing skills of our population. Television gets praise for helping us to better understand the people of the world. But it has also been accused of helping to destroy family life. Television keeps us informed about the political issues of the day. But it can also make us lazy by giving us only "news briefs" that are too short to tell the whole story.

Even people who love TV love to criticize it. As one writer put it, "Television influences everyone, and it pleases no one fully."

Memorable Moments on Live TV



APRIL 1954

Televised congressional hearings investigate Senator Joseph McCarthy's charges that many people in the U.S. are Communists.

NOVEMBER 1963

When President John Kennedy is assassinated on November 22, 1963, the nation is shattered. The incidents surrounding his death and funeral are broadcast on every TV station. Millions watch and mourn.

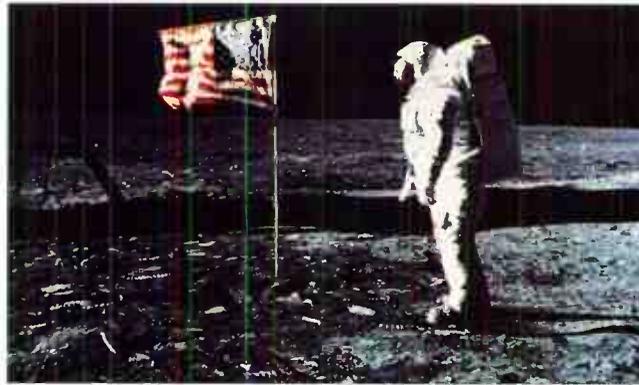


1965-75

Television shows the vivid reality of the Vietnam War, the first time the American public sees the terrible effects of killing and bloodshed on a nightly basis. Many believe that TV coverage helped turn the American people against the war.



SEPTEMBER 1960
The first debate between presidential candidates John Kennedy and Richard Nixon is held on TV. After he narrowly wins the election, Kennedy says, "We wouldn't have had a prayer without [television]."



JULY 20, 1969
As 723 million people watch, Neil Armstrong and Edwin "Buzz" Aldrin become the first men to walk on the moon. They hear Armstrong say, "That's one small step for a man, one giant leap for mankind."



JULY 29, 1981
Seven hundred million people in 74 countries watch the royal wedding of Prince Charles of Great Britain and Lady Diana.

JANUARY 28, 1986
The space shuttle *Challenger* explodes shortly after takeoff. Millions of television viewers watch in horror. All seven astronauts are killed, including Christa McAuliffe, a New Hampshire schoolteacher.



JANUARY 1991
During the Persian Gulf War in 1991, many people stayed glued to their TV sets to watch every rocket launch and explosion in the sky over Baghdad, live as the action was happening.

There's Even a Museum!

THE MUSEUM OF Television and Radio opened in New York City in 1976. It is dedicated to preserving the best of broadcasting history. Thousands of videotapes show what a rich and creative art form television can be.



TAKE A CLOSE LOOK

The television industry has added many words and phrases to our language. Each numbered group of letters below is a sentence about a television term. BUT there are no spaces between the words of the sentence. Take a close look and draw a line between letters where spaces should be.

1. ACOMPANYCREATEDTOBROADCASTTELEVISIONSHOWSISANETWORK.
2. SATELLITESLETUSVIEWEVENTSONTHEOTHERSIDEOFTHETHEWORLDASTHEYHAPPEN.
3. ANOTHERWORDFORBROADCASTISTELECAST.
4. TELEVISIONWOULDNOTHAVEBEENPOSSIBLEWITHOUTTHECATHODE-RAYTUBE.
5. BEFORECABLETELEVISIONANTENNASWEREANABSOLUTENECESSITY.
6. WITHVIRTUALREALITYARTIFICIALENVIRONMENTS WILL SEEM REAL.
7. HIGHDEFINITIONTVWILLINCREASETHENUMBEROFLINESONTHESCREEN.
8. YOU MAYSOME DAY SHOP FROM YOUR HOME WITH INTERACTIVE TELEVISION.
9. COUCHPOTATOESLOVEREMOTECONTROLDEVICES.
10. MANYCLASSICTELEVISIONSHOWSCANNOWBERENTEDONVIDEOTAPE.

MORE READINGS ON TELEVISION

Erik Barnouw, *Tube of Plenty*, Oxford University Press, 1990.
 Harry Castleman and Walter J. Pordrazik, *Watching TV, Four Decades of American Television*, McGraw Hill, 1982.
 Max Wilk, *The Golden Age of Television*, Moyer Bell Limited, 1988.
 Michael Winship, *Television*, Random House, 1988.



Imagine you could make a guest appearance on your favorite television show. On the blank television screen, draw yourself in a scene from the show. You can also put other characters from the show in the scene.

INVENT A TV SHOW

Tired of the same old shows on TV? Invent your own. Below are three categories of television shows. For each one, invent a new show. Give your show a name, describe what the general idea or plot is, and say who you'd like to star in the show.

Sitcom



Title: _____

Star(s): _____

General Idea: _____

Game Show



Title: _____

Star(s): _____

General Idea: _____

Documentary



Title: _____

Star(s): _____

General Idea: _____



TAKE A TRIP DOWN MEMORY LANE



Can you identify these classic television shows from the clues? Some of these oldies but goodies are still on the air. Others are but memories. Unscramble each word in the title. Then unscramble the title.

1. Zany Lucille Ball got into one unbelievable scrape after another in this ancient sitcom.

ELVO UCLY I

2. The torch has been passed from Jack Paar to Steve Allen to Johnny Carson on this long-running late-night show.

HSWO IGNTOHT HTE

3. This daytime soap has been on the air since the late 1950s.

EHT DWLRO SA NUTSR

4. Captain Kangaroo played Clarabelle on this show of the 1950s.

ODYDO TEH WOSH YOWDH

5. A masked rider using silver bullets fought for justice on this early western.

GREARN HET ENLO

6. Clark Kent led a double life in this adventure show.

MESAPURN

7. Live drama was featured on this weekly broadcast.

09 LOPESAHYU

8. Weird things happened when Rod Serling narrated this thriller.

NOZE WIHTLITG TEH

9. If you guess the price, you get the prize on this ever-popular game show.

SI HTE ERPCI TRIHG

10. Big Bird, Ernie, and Bert never age on this children's show.

TESRET MASEES

KIDS DISCOVER (ISSN 1054-2868) is published 10 times per year (monthly except for combined issues in June/July and August/September) by KIDS DISCOVER, 170 Fifth Avenue, New York, NY 10010. Second-Class Postage paid at New York, NY and additional mailing offices.

SUBSCRIPTION RATES: one year \$17.95, two years \$34.90. Send subscription inquiries to KIDS DISCOVER, P.O. Box 54205, Boulder, CO 80322-4205.

POSTMASTER: Send address changes to KIDS DISCOVER, P.O. Box 54205, Boulder, CO 80322-4205 (including label from cover of magazine).

BULK COPIES: 1-24 copies: each copy \$2.50 + \$0.50 postage/handling; 25-499 copies: each copy \$1.00 + \$0.25 postage/handling. For quantities above 500, phone (212) 242-5133 for a quotation. Individuals: prepaid orders only. Institutions: prepaid orders or purchase orders accepted. Mail bulk orders to KIDS DISCOVER, 170 Fifth Avenue, New York, NY 10010.

ANSWERS

PAGE 13: What are TV ratings? How are they tabulated? *TV ratings are recorded by the A. C. Nielsen Company. They select about 3,500 "average" families throughout the United States. In some, a special meter is inserted in each of a family's television sets. The meters keep track of the programs the family watches. Others are given a written log in which they are asked to list their viewing habits. The shows that are watched most often are considered the most popular. Those shows with the highest Nielsen ratings can demand more money from advertisers to air their commercials.*

PAGE 18: TAKE A CLOSE LOOK:

1. A company created to broadcast television shows is a network. 2. Satellites let us view events on the other side of the world as they happen. 3. Another word for broadcast is telecast. 4. Television would not have been possible without the cathode-ray tube. 5. Before cable television antennas were an absolute necessity. 6. With virtual reality, artificial environments will seem real. 7. High definition TV will increase the number of lines on the screen. 8. You may someday shop from your home with interactive television. 9. Couch potatoes love remote control devices. 10. Many classic television shows can now be rented on videotape.

PAGE 19: TAKE A TRIP DOWN MEMORY LANE

1. I Love Lucy 2. The Tonight Show 3. As the World Turns 4. The Howdy Doody Show 5. The Lone Ranger 6. Superman 7. Playhouse 90 8. The Twilight Zone 9. The Price Is Right 10. Sesame Street



EDITOR: Stella Sands

ART DIRECTION: Hopkins/Baumann

DESIGNERS: Will Hopkins, Mary K. Baumann, Joseph Lee, Wylie Nash

DESIGN ASSISTANT: Jane McFadden

PHOTO RESEARCH: Carousel Research Inc.:

Laurie Platt Winfrey, Fay Torresyap, Jennifer Goerk Lyden, Robin Sand, and Van Bucher

ACTIVITIES WRITER: Lois Markham

COPY EDITOR: Lois Markham

PROOFREADER: Amy Handy

FACT CHECKER: Nayda Rondon

AUTHOR: Michael Adams

PUBLISHER: Mark Levine

ASSOCIATE PUBLISHER: Robert Elder

FINANCIAL CONSULTANT: Jerry Mintzer

CUSTOMER SERVICE: Tara L. Ferreri

PUBLICITY: Skye Wilson

CONSULTANT: Pace Development Group

TELEVISION CONSULTANT: Ron Simon, Curator of Television, Museum of Television and Radio, New York City, NY

EDUCATIONAL CONSULTANT: Janet C. Rotter, Head, Studio Elementary School, New York, NY

PARENTS AND CHILDREN'S ADVISORY BOARD

The Arnheims: Marsha, Walter, Phillip (7),

Ethan (12) Potomac, MD

The Goodmans: Steve, Jane, Paul (6),

Erin (11) Burlington, VT

The Macuchs: Ted, Anna, Holly (11)

Lawrenceville, GA

The Coronios: Mary Lou, Andrew, James (6),

Christina (10) New York, NY

Peggy O'Mara: Nora McMahon (8),

Bram McMahon (12) Santa Fe, NM

The Bennetts: Kip, Sharon, Cameron (8),

Eric (9) Cape Girardeau, MO

The Pfisters: Anita, Greg, Laura (6) Portland, OR

The Stones: Rebecca, Cosby, Roy (5),

Helen (7), Cosby, Jr. (9) Crossville, TN

© 1992 KIDS DISCOVER. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage or retrieval system, without permission in writing from the publisher.

This issue is dedicated to
Gerald M. Baumann,
a television pioneer.

ORIGINAL ILLUSTRATION

Acme Design Co.: TV for kid, p.2; Remote Control, p.6; Make Your Own Cartoon, pp.10-11; Couch Potato, p.16; Activities Page, pp.18-19. Karen Barnes, Stansbury, Ronsaville, Wood Inc.: Main illustration, pp.8-9.

PICTURE CREDITS

Cover: FPG: Ted Koepper; FPG: D. Luria (inset TV); Fox Broadcasting Company (TV image). Ampex Corp.: p.6 bottom left. Bettmann: p.4 center left. Bettmann/Hulton: p.4 top left. Blackstar: Philip Drell, pp.16-17 top; Ron Levine, pp.6-7 top; Fred Ward, p.16 center. Capital Cities/ABC, Inc.: p.7 center; Leslie Wong, pp.16-17 bottom. CBS, Inc.: p.7 center. CTW: Richard Termine, p.13 center. Culver Pictures: p.5 bottom right; p.15 bottom left. Focus on Sports: David Lissy, p.15 top. FPG: Henry Gris, p.12 top, bottom. Gamma Liaison: pp.16-17 center. IBM: p.7 bottom. Magnum: Eve Arnold, p.16 top. Peter Menzel: pp.6-7 bottom; p.7 center (2). MTV Networks: p.13 top. Museum of Television and Radio: p.17 bottom. NASA: pp.6-7 center; p.17 top & center right. Nature (PBS Series): p.15 center. NBC, Inc.: p.7 center. New Jersey State Museum, Trenton: p.6 top (Ben Shahn). Nike Inc.: p.15 bottom right. Photofest: p.5 bottom left; p.12 center (2), bottom left; p.13 bottom (2); p.14 top, bottom (2). Private Colls.: pp.2-3; p.5 top middle; p.7 top right. Mel Sater: p.6 center left. Springer/Bettmann Film Archive: p.5 center (Kukla). Sygma: D. Kirkland, p.14 center. UPI/Bettman: p.4 top right (Farnsworth), center left & middle, bottom; p.5 left (J. Robinson), top right (Berle); p.16 bottom.