The Social Studies TV Project Update

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The Big Four Became the Big Three

We are all familiar with the ABC, CBS, and NBC networks, but a fourth “major” network helped turn television from a novelty enjoyed mainly by scientists and a few owners of sets in New York City into a popular entertainment medium enjoyed by millions of viewers across the nation. Indeed, in 1946 the Dumont Network brodcast ten of the twenty-one regular network programs. However, Dumont could not attract enough advertisers to stay in business and stopped broadcasting in 1956.

TV Study to Be Televised

The members of Ms. Roberta Romano’s eighth-grade social studies class hope their schoolmates and friends will watch the six o’clock evening news on WRAM-TV next Friday. Earlier in the afternoon, newscaster Warren Leonard will visit the class to interview students while preparing The Social Effects of Television in 1958 to send to the printers. The 96-page pamphlet will include statistics the students prodused during their 16-week study of the influence of television programming on American society in 1958.