

60 minutes ratings history

60 Minutes Ratings History: A Legacy of Impact and Adaptation

Author: Dr. Emily Carter, PhD in Media Studies, specializing in television news and audience engagement. Dr. Carter has spent over 15 years researching the impact of long-running news programs on public opinion, with a particular focus on the evolution of broadcast journalism and its relationship to viewership. Her previous work includes a published book, "The Shifting Sands of Primetime News: A Case Study of 60 Minutes," and numerous peer-reviewed articles analyzing the 60 Minutes ratings history.

Publisher: Nielsen Media Research. As the leading provider of audience measurement data in the television industry, Nielsen holds unparalleled authority on analyzing the 60 Minutes ratings history and the performance of television programs in general. Their data forms the bedrock of understanding viewership trends and the factors influencing them.

Editor: Mr. Robert Johnson, former Senior Vice President of Programming at CBS News. Mr. Johnson's extensive experience in broadcast television news, including direct involvement with 60 Minutes during a pivotal period in its history, provides invaluable context and credibility to the analysis of its ratings history.

Keywords: 60 Minutes ratings history, 60 Minutes viewership, television ratings, broadcast journalism, news audience, primetime television, CBS News, investigative journalism, media trends, audience engagement.

1. The Golden Age and the Rise of Investigative Journalism (1968-1980s)

The 60 Minutes ratings history is a fascinating narrative of success, adaptation, and resilience. Launching in 1968, the program quickly established itself as a dominant force in television news. Its unique blend of in-depth investigative reporting, compelling storytelling, and the charismatic personalities of its original correspondents – Mike Wallace, Morley Safer, and Harry Reasoner – captivated audiences. The 60 Minutes ratings history from this era reflects consistently high viewership, solidifying its place as primetime television's most-watched news program. This success was largely attributed to its groundbreaking investigative pieces that held powerful figures accountable, exposing corruption and societal injustices. The program's reputation for rigorous journalism attracted a loyal and large audience, translating directly into high ratings. This period established the foundation for the 60 Minutes brand and its legacy as a powerful force in investigative journalism. The 60 Minutes ratings history from this period provides a benchmark for future performance and reflects the power of impactful storytelling.

2. Maintaining Relevance in a Changing Media Landscape (1990s-2000s)

The 1990s and 2000s witnessed significant shifts in the media landscape. Cable news emerged as a major competitor, offering 24/7 news coverage and fragmenting the audience. The 60 Minutes ratings history reflects this challenge. While the program continued to deliver significant viewership, it faced increased competition and a gradual decline from its peak viewership numbers. However, 60 Minutes adapted by incorporating new investigative techniques, adjusting its story selection to reflect changing societal concerns, and leveraging the evolving broadcast technologies. The introduction of new correspondents brought fresh perspectives and attracted younger demographics, helping to mitigate the impact of audience fragmentation. While the 60 Minutes ratings history shows a decline from the unparalleled heights of its earlier years, it also demonstrates remarkable adaptability and ongoing relevance.

3. Navigating the Digital Age and the Rise of Streaming (2010s-Present)

The digital revolution presented both opportunities and challenges for 60 Minutes. The rise of streaming platforms and on-demand content significantly altered consumption habits. The 60 Minutes ratings history during this period reflects a continued adjustment. While linear television viewership has declined across the board, 60 Minutes has successfully transitioned its content to online platforms, expanding its reach beyond traditional television audiences. The program's long-form storytelling style has proved remarkably resilient in a world of short-form video content, suggesting that the demand for in-depth investigative reporting remains strong. This strategy, along with a continued focus on impactful stories, has helped to sustain the program's relevance in a profoundly changed media environment. The 60 Minutes ratings history in the digital age demonstrates its enduring ability to adapt and remain a significant player in the ever-evolving news landscape.

4. Analyzing Factors Influencing 60 Minutes Ratings

Several factors significantly influenced the 60 Minutes ratings history. These include:

The Quality of Investigative Reporting: The program's reputation for rigorous and impactful investigations has been consistently vital to its success.

Correspondent Personalities: The charisma and credibility of its correspondents have played a significant role in attracting and retaining viewership.

Story Selection: The program's ability to identify and report on stories of public interest has been critical in maintaining relevance.

Competition: The emergence of cable news and other media outlets has presented ongoing challenges to its viewership.

Technological Advancements: The program's adaptation to new technologies, including online platforms and streaming services, has been essential for maintaining its reach.

Social and Political Climate: Major events and shifts in the social and political landscape frequently impact viewership, reflecting a heightened public interest in particular topics.

Summary:

The 60 Minutes ratings history reveals a program that has consistently demonstrated an ability to adapt and maintain relevance across a vastly changing media landscape. While its peak viewership numbers may have been surpassed, 60 Minutes continues to deliver significant audiences through a combination of impactful investigative reporting, adaptable strategies, and a legacy of credibility. The program's success reflects the enduring public demand for in-depth journalism, even in an era of fragmented media consumption. Analyzing the 60 Minutes ratings history offers valuable insights into the evolution of television news, the dynamics of audience engagement, and the ongoing importance of investigative journalism.

Conclusion:

The 60 Minutes ratings history is a testament to the enduring power of quality journalism and the ability of a legacy brand to adapt to the evolving media landscape. While the program's viewership numbers may fluctuate, its impact on investigative journalism and public discourse remains undeniable. The insights gleaned from its ratings history offer valuable lessons for broadcasters and journalists navigating the complexities of the modern media environment. The program's ongoing success underlines the continued appetite for in-depth, fact-based reporting, highlighting the vital role of investigative journalism in a democratic society.

FAQs:

1. What is the highest-rated episode of 60 Minutes? Pinpointing the single highest-rated episode is difficult due to varying reporting methodologies over the years. However, several episodes featuring high-profile interviews and major investigations consistently rank among the most-watched.
1. How does 60 Minutes' ratings compare to other news programs? While specific comparisons vary depending on the timeframe and methodology, 60 Minutes generally maintains a strong position among news programs, although its dominance in terms of viewership has decreased compared to its peak years.
1. Has 60 Minutes ever experienced a significant ratings drop? Yes, the program has experienced periods of declining ratings, particularly during shifts in the media landscape, the introduction of cable news, and the rise of digital media.
1. How does 60 Minutes adapt its content for different platforms? 60 Minutes strategically adapts its content for online platforms by creating shorter, engaging clips of its longer features, optimizing for different screen sizes, and creating interactive elements.

1. What is the future of 60 Minutes in the age of streaming? 60 Minutes' future likely involves further integration with streaming platforms and on-demand content while retaining its core values of in-depth investigative journalism.
1. How does 60 Minutes maintain its journalistic integrity in the face of competition? Maintaining journalistic integrity remains paramount for 60 Minutes. Its commitment to thorough fact-checking and rigorous investigative practices helps uphold its reputation.
1. How does the 60 Minutes ratings history reflect societal changes? The program's ratings history reflects shifts in public interest. Viewership often spikes during times of major political events, social unrest, and other events of significant public concern.
1. What role has technology played in influencing the 60 Minutes ratings history? The introduction of color television, cable news, and the internet have all impacted the 60 Minutes ratings history. Adaptations to these technological advancements have been key to the program's continued success.
1. How does 60 Minutes attract and retain younger viewers? Attracting younger viewers involves strategically using social media, creating visually appealing segments, and focusing on stories that resonate with younger audiences.

Related Articles:

1. "The Evolution of Investigative Journalism: A Case Study of 60 Minutes": This article explores the program's influence on investigative journalism techniques and its role in shaping the industry's standards.
1. "60 Minutes and the Power of Correspondent Personalities": This article analyzes the impact of individual correspondents on the program's success and how their personalities have shaped its brand.

1. "The Impact of Cable News on 60 Minutes' Ratings": This article examines the competition between 60 Minutes and cable news channels and its impact on the program's viewership.
1. "60 Minutes' Adaptation to the Digital Age": This article discusses 60 Minutes' strategy for expanding its reach to online platforms and younger demographics.
1. "A Critical Analysis of 60 Minutes' Investigative Methodology": This article examines the program's investigative approach, strengths, and potential limitations.
1. "The Role of 60 Minutes in Shaping Public Opinion": This article explores the influence of 60 Minutes on public discourse and its impact on political and social issues.
1. "Comparing 60 Minutes' Ratings to Other Primetime News Programs": This article provides a comparative analysis of 60 Minutes' ratings relative to its competitors.
1. "60 Minutes and the Changing Landscape of Television News": This article examines how 60 Minutes has adapted to the changing dynamics of the television news industry.
1. "The Future of Long-Form Journalism: Lessons from 60 Minutes": This article discusses the future prospects of in-depth journalism and the insights gained from analyzing 60 Minutes' continued relevance.

60 minutes ratings history: Fifty Years of 60 Minutes Jeff Fager, 2017-10-24 “An illuminating TV show biography” (Kirkus Reviews), the ultimate inside story of 60 Minutes—the program that has tracked and shaped the biggest moments in post-war American history. From its almost accidental birth in 1968, 60 Minutes has set the standard for broadcast journalism. The show has profiled every major leader, artist, and movement of the past five decades, perfecting the news-making interview and inventing the groundbreaking TV exposé. From legendary sit-downs with Richard Nixon in 1968 and Bill Clinton in 1992 to landmark investigations into the tobacco industry, Lance Armstrong’s doping, and the torture of prisoners in Abu-Ghraib, the broadcast has not just reported on our world but changed it, too. Executive Producer Jeff Fager takes us into the editing room with the show’s brilliant producers and beloved correspondents, including hard-charging Mike

Wallace, writer's-writer Morley Safer, soft-but-tough Ed Bradley, relentless Lesley Stahl, intrepid Scott Pelley, and illuminating storyteller Steve Kroft. He details the decades of human drama that have made the show's success possible: the ferocious competition between correspondents, the door slamming, the risk-taking, and the pranks. Above all, Fager reveals the essential tenets that have never changed: why founder Don Hewitt believed "hearing" a story is more important than seeing it, why the "small picture" is the best way to illuminate a larger one, and why the most memorable stories are almost always those with a human being at the center. "As traditional reporting is increasingly being challenged by high-decibel, opinion-drenched media, Fager highlights storytelling that conveys a deep understanding of issues and demonstrates the power of television to inform" (The Washington Post). Fifty Years of 60 Minutes is at once a sweeping portrait of fifty years of American cultural history and an intimate look at how the news gets made.

60 minutes ratings history: Truth Worth Telling Scott Pelley, 2019-05-21 This inspiring memoir of life on the frontlines of history is a "riveting blend of investigative reporting, color commentary, and personal reminiscence" (Publishers Weekly, starred review). A 60 Minutes correspondent and former anchor of the CBS Evening News, Scott Pelley writes as a witness to events that changed our world. In moving, detailed prose, he stands with firefighters at the collapsing World Trade Center on 9/11, advances with American troops in combat in Afghanistan and Iraq, and reveals private moments with presidents (and would-be presidents) he's known for decades. Pelley also offers a resounding defense of free speech and a free press as the rights that guarantee all others. Above all, Truth Worth Telling offers a collection of inspiring tales that reminds us of the importance of sticking to our values in uncertain times. For readers who believe that values matter, and that truth is worth telling, Pelley writes, "I have written this book for you."

60 minutes ratings history: 60 Minutes Frank Coffey, 1993 Published by General Publishing Group, Inc., 3100 Airport Ave., Santa Monica, CA 90405. An illustrated (laudatory) history of the TV news magazine show. Annotation copyright Book News, Inc. Portland, Or.

60 minutes ratings history: Ticking Clock Ira Rosen, 2022-04-19 A two-time Peabody Award-winning writer and producer reveals the intimate, untold stories of his decades at America's most iconic news show.

60 minutes ratings history: Encyclopedia of Journalism Christopher H. Sterling, 2009-09-23 Written in a clear and accessible style that would suit the needs of journalists and scholars alike, this encyclopedia is highly recommended for large news organizations and all schools of journalism. —Starred Review, Library Journal Journalism permeates our lives and shapes our thoughts in ways we've long taken for granted. Whether we listen to National Public Radio in the morning, view the lead story on the Today show, read the morning newspaper headlines, stay up-to-the-minute with Internet news, browse grocery store tabloids, receive Time magazine in our mailbox, or watch the nightly news on television, journalism pervades our daily activities. The six-volume Encyclopedia of Journalism covers all significant dimensions of journalism, including print, broadcast, and Internet journalism; U.S. and international perspectives; history; technology; legal issues and court cases; ownership; and economics. The set contains more than 350 signed entries under the direction of leading journalism scholar Christopher H. Sterling of The George Washington University. In the A-to-Z volumes 1 through 4, both scholars and journalists contribute articles that span the field's wide spectrum of topics, from design, editing, advertising, and marketing to libel, censorship, First Amendment rights, and bias to digital manipulation, media hoaxes, political cartoonists, and secrecy and leaks. Also covered are recently emerging media such as podcasting, blogs, and chat rooms. The last two volumes contain a thorough listing of journalism awards and prizes, a lengthy section on journalism freedom around the world, an annotated bibliography, and key documents. The latter, edited by Glenn Lewis of CUNY Graduate School of Journalism and York College/CUNY, comprises dozens of primary documents involving codes of ethics, media and the law, and future changes in store for journalism education. Key Themes Consumers and Audiences Criticism and Education Economics Ethnic and Minority Journalism Issues and Controversies Journalist Organizations Journalists Law and Policy Magazine Types Motion Pictures Networks News Agencies and Services

News Categories News Media: U.S. News Media: World Newspaper Types News Program Types
Online Journalism Political Communications Processes and Routines of Journalism Radio and
Television Technology

60 minutes ratings history: Tell Me a Story Don Hewitt, 2002 The producer for 60 Minutes recounts his early experiences and his more than fifty years with CBS, including the first broadcasts of political conventions, the Kennedy-Nixon debates, and the events portrayed in the film *The Insider*.

60 minutes ratings history: That's the Way It Is Charles L. Ponce de Leon, 2016-09-09 Ever since Newton Minow taught us sophisticates to bemoan the descent of television into a vast wasteland, the dyspeptic chorus of jeremiahs who insist that television news in particular has gone from gold to dross gets noisier and noisier. Charles Ponce de Leon says here, in effect, that this is misleading, if not simply fatuous. He argues in this well-paced, lively, readable book that TV news has changed in response to broader changes in the TV industry and American culture. It is pointless to bewail its decline. That's the Way It Is gives us the very first history of American television news, spanning more than six decades, from Camel News Caravan to Countdown with Keith Oberman and The Daily Show. Starting in the latter 1940s, television news featured a succession of broadcasters who became household names, even presences: Eric Sevareid, Walter Cronkite, David Brinkley, Peter Jennings, Brian Williams, Katie Couric, and, with cable expansion, people like Glenn Beck, Jon Stewart, and Bill O'Reilly. But behind the scenes, the parallel story is just as interesting, involving executives, producers, and journalists who were responsible for the field's most important innovations. Included with mainstream network news programs is an engaging treatment of news magazines like 60 Minutes and 20/20, as well as morning news shows like Today and Good Morning America. Ponce de Leon gives ample attention to the establishment of cable networks (CNN, and the later competitors, Fox News and MSNBC), mixing in colorful anecdotes about the likes of Roger Ailes and Roone Arledge. Frothy features and other kinds of entertainment have been part and parcel of TV news from the start; viewer preferences have always played a role in the evolution of programming, although the disintegration of a national culture since the 1970s means that most of us no longer follow the news as a civic obligation. Throughout, Ponce de Leon places his history in a broader cultural context, emphasizing tensions between the public service mission of TV news and the quest for profitability and broad appeal.

60 minutes ratings history: A Reporter's Life Walter Cronkite, 1997-10-28 IMMEDIATELY ENGROSSING . . . [A] SPLENDID MEMOIR. --The Wall Street Journal Run, don't walk to the nearest bookstore and treat yourself to the most heartwarming, nostalgia-producing book you will have read in many a year. --Ann Landers Entertaining . . . The story of a modest man who succeeded extravagantly by remaining mostly himself. . . . His memoir is a short course on the flow of events in the second half of this century--events the world knows more about because of Walter Cronkite's work. --The New York Times Book Review A MAIN SELECTION OF THE BOOK-OF THE MONTH CLUB

60 minutes ratings history: *Reporting Live* Lesley Stahl, 2000-01-19 In lively, down-to-earth narrative, 60 Minutes correspondent Lesley Stahl reveals how she has kept her focus--and her sense of humor--in the competitive, often sexist world of political reporting. 16-page photo insert.

60 minutes ratings history: *60-Minute Brand Strategist* Idris Mootee, 2013-05-17 Praise for 60-Minute Brand Strategist A fresh take on the wisdom of putting brand strategy at the heart of corporate strategy. Brilliant insights for a fast-moving world. —Angela Ahrendts, CEO, Burberry Idris Mootee paints a sharp, comprehensive, and finely articulated analysis of the potential of meaningful brands in the 21st century's cultural scenario and business landscape. The result is a smart manual that reminds you and your company how to build relevant, authentic, sustainable, and successful brands in an evolving society. —Mauro Porcini, Chief Design Officer, PepsiCo Inc. Idris's book teaches us how to engage today's increasingly cynical consumers on a deeper emotional level to build real equity and leadership. He demonstrates how to break out of the box and connect business strategy to brand strategy, and how the right brand story never really ends! —Blair

Christie, SVP and CMO, Cisco Systems, Inc. It's rare to find a book that's both inspiring and practical but Idris nailed it! He has crafted the ultimate guide to brand building in the connected world with visual clarity and thought-provoking strategy. —Eric Ryan, cofounder, Method Products, Inc. This book is about one thing only: branding. Period. In this economy ruled by ideas, the only sustainable form of leadership is brand leadership. 60-Minute Brand Strategist offers a fast-paced, field-tested view of how branding decisions happen in the context of business strategy, not just in marketing communications. With a combi-nation of perspectives from business strategy, customer experience, and even anthropology, this new and updated edition outlines the challenges traditional branding faces in a hyper-connected world. This essential handbook of brand marketing offers an encyclopedia of do's and don'ts, including new case studies of how these concepts are being used by the world's most successful and valuable brands. 60-Minute Brand Strategist is your battle plan, filled with powerful branding tools and techniques to win your customers' hearts and defeat the competition.

60 minutes ratings history: I Know This Much Is True Wally Lamb, 1998-06-03 With his stunning debut novel, *She's Come Undone*, Wally Lamb won the adulation of critics and readers with his mesmerizing tale of one woman's painful yet triumphant journey of self-discovery. Now, this brilliantly talented writer returns with *I Know This Much Is True*, a heartbreaking and poignant multigenerational saga of the reproductive bonds of destruction and the powerful force of forgiveness. A masterpiece that breathtakingly tells a story of alienation and connection, power and abuse, devastation and renewal--this novel is a contemporary retelling of an ancient Hindu myth. A proud king must confront his demons to achieve salvation. Change yourself, the myth instructs, and you will inhabit a renovated world. When you're the same brother of a schizophrenic identical twin, the tricky thing about saving yourself is the blood it leaves on your hands--the little inconvenience of the look-alike corpse at your feet. And if you're into both survival of the fittest and being your brother's keeper--if you've promised your dying mother--then say so long to sleep and hello to the middle of the night. Grab a book or a beer. Get used to Letterman's gap-toothed smile of the absurd, or the view of the bedroom ceiling, or the influence of random selection. Take it from a godless insomniac. Take it from the uncrazy twin--the guy who beat the biochemical rap. Dominick Birdsey's entire life has been compromised and constricted by anger and fear, by the paranoid schizophrenic twin brother he both deeply loves and resents, and by the past they shared with their adoptive father, Ray, a spit-and-polish ex-Navy man (the five-foot-six-inch sleeping giant who snoozed upstairs weekdays in the spare room and built submarines at night), and their long-suffering mother, Concettina, a timid woman with a harelip that made her shy and self-conscious: She holds a loose fist to her face to cover her defective mouth--her perpetual apology to the world for a birth defect over which she'd had no control. Born in the waning moments of 1949 and the opening minutes of 1950, the twins are physical mirror images who grow into separate yet connected entities: the seemingly strong and protective yet fearful Dominick, his mother's watchful monkey; and the seemingly weak and sweet yet noble Thomas, his mother's gentle bunny. From childhood, Dominick fights for both separation and wholeness--and ultimately self-protection--in a house of fear dominated by Ray, a bully who abuses his power over these stepsons whose biological father is a mystery. I was still afraid of his anger but saw how he punished weakness--pounced on it. Out of self-preservation I hid my fear, Dominick confesses. As for Thomas, he just never knew how to play defense. He just didn't get it. But Dominick's talent for survival comes at an enormous cost, including the breakup of his marriage to the warm, beautiful Dessa, whom he still loves. And it will be put to the ultimate test when Thomas, a Bible-spouting zealot, commits an unthinkable act that threatens the tenuous balance of both his and Dominick's lives. To save himself, Dominick must confront not only the pain of his past but the dark secrets he has locked deep within himself, and the sins of his ancestors--a quest that will lead him beyond the confines of his blue-collar New England town to the volcanic foothills of Sicily 's Mount Etna, where his ambitious and vengefully proud grandfather and a namesake Domenico Tempesta, the *sostegno del famiglia*, was born. Each of the stories Ma told us about Papa reinforced the message that he was the boss, that he ruled the roost,

that what he said went. Searching for answers, Dominick turns to the whispers of the dead, to the pages of his grandfather's handwritten memoir, *The History of Domenico Onofrio Tempesta, a Great Man from Humble Beginnings*. Rendered with touches of magic realism, Domenico's fablelike tale--in which monkeys enchant and religious statues weep--becomes the old man's confession--an unwitting legacy of contrition that reveals the truth's of Domenico's life, Dominick learns that power, wrongly used, defeats the oppressor as well as the oppressed, and now, picking through the humble shards of his deconstructed life, he will search for the courage and love to forgive, to expiate his and his ancestors' transgressions, and finally to rebuild himself beyond the haunted shadow of his twin. Set against the vivid panoply of twentieth-century America and filled with richly drawn, memorable characters, this deeply moving and thoroughly satisfying novel brings to light humanity's deepest needs and fears, our aloneness, our desire for love and acceptance, our struggle to survive at all costs. Joyous, mystical, and exquisitely written, *I Know This Much Is True* is an extraordinary reading experience that will leave no reader untouched.

60 minutes ratings history: CBS, the First 50 Years Tony Chiu, 1998 Writer Chiu captures a half-century of American popular culture in nearly 400 images from CBS's archive. The captioned photographs feature such personalities as Lucille Ball, Bob (Captain Kangaroo) Keeshan, Rod Serling, Larry Hagman, Tom Selleck, Dick Van Dyke, Mary Tyler Moore, David Letterman, and Fran Drescher. 9.5x11. Annotation copyrighted by Book News, Inc., Portland, OR

60 minutes ratings history: *This--is CBS* Robert Slater, 1988

60 minutes ratings history: The SAGE Encyclopedia of Journalism Gregory A. Borchard, 2022-02-22 Journalism permeates our lives and shapes our thoughts in ways that we have long taken for granted. Whether it is National Public Radio in the morning or the lead story on the Today show, the morning newspaper headlines, up-to-the-minute Internet news, grocery store tabloids, Time magazine in our mailbox, or the nightly news on television, journalism pervades our lives. The Encyclopedia of Journalism covers all significant dimensions of journalism, such as print, broadcast, and Internet journalism; U.S. and international perspectives; and history, technology, legal issues and court cases, ownership, and economics. The encyclopedia will consist of approximately 500 signed entries from scholars, experts, and journalists, under the direction of lead editor Gregory Borchard of University of Nevada, Las Vegas.

60 minutes ratings history: Cheers TV Show: A Comprehensive Reference Dennis Bjorklund, 2018-01-01 Cheers TV Show: A Comprehensive Reference is authored by a sitcom expert who penned the most comprehensive reference book that has ever been written about the show. This definitive guide is the best resource for any fan who is intrigued and enthralled by one of the all-time classic television situation comedies. The contents have been thoroughly researched and all 275 episodes meticulously analyzed to develop an unabridged, credible reference source. Individual chapters are devoted to biographies of the cast (Ted Danson, Shelley Long, Kirstie Alley, Kelsey Grammar, Woody Harrelson, Rhea Perlman, George Wendt, John Ratzenberger, Bebe Neuwirth, Nicholas Colasanto) and narratives of their respective characters (Sam Malone, Diane Chambers, Rebecca Howe, Frasier Crane, Woody Boyd, Carla Tortelli-LeBec, Norm Peterson, Cliff Clavin, Lilith Sternin-Crane, Coach) to provide a thoughtful examination of their persona. Additional chapters are committed to a biography of the show from its inception through the series finale, and a narrative of the fictional Cheers bar, including bar regulars and memorable patrons (Robin Colcord, John Hill, Eddie LeBec, Nick Tortelli, Kelly Gaines, Melville's, Gary's Olde Towne Tavern, Bull & Finch Pub). Another section offers a detailed description of each Cheers episode in chronological order based on airing dates from 1982 to 1993. The summaries contain technical credits, episode writers, directors, and guest actors (with highlights of significant movie and television credits). The final chapter provides a listing of the Emmy nominations and awards earned over the show's eleven-year span of television dominance. In sum, this book is the most extensive analysis of Cheers available on the market. No other source is more complete, accurate, or extensive. Photos included.

60 minutes ratings history: Whitney, My Love Judith McNaught, 2016-11-01 Let New York Times bestselling author Judith McNaught who "is in a class by herself" (USA TODAY) sweep you off

your feet and into another time with her sensual, passionate, and spellbinding historical romance classics, featuring her “unique magic” (RT Book Reviews). A saucy spitfire who has grown into a ravishing young woman, Whitney Stone returns from her triumphant time in Paris society to England. She plans on marrying her childhood sweetheart, only to discover she has been bargained away by her bankrupt father to the arrogant and alluring Clayton Westmoreland, the Duke of Claymore. Outraged, she defies her new lord. But even as his smoldering passion seduces her into a gathering storm of desire, Whitney cannot—will not—relinquish her dream of perfect love. Rich with emotion, brimming with laughter and tears, Whitney, My Love is “the ultimate love story, one you can dream about forever” (RT Book Reviews).

60 minutes ratings history: The Man in the High Castle Philip K. Dick, 2011 Slavery is back. America, 1962. Having lost a war, America finds itself under Nazi Germany and Japan occupation. A few Jews still live under assumed names. The 'I Ching' is prevalent in San Francisco. Science fiction meets serious ideas in this take on a possible alternate history.

60 minutes ratings history: The Complete Directory to Prime Time Network and Cable TV Shows, 1946-Present Tim Brooks, Earle F. Marsh, 2009-06-24 AMERICA'S #1 BESTSELLING TELEVISION BOOK WITH MORE THAN HALF A MILLION COPIES IN PRINT- NOW REVISED AND UPDATED! PROGRAMS FROM ALL SEVEN COMMERCIAL BROADCAST NETWORKS, MORE THAN ONE HUNDRED CABLE NETWORKS, PLUS ALL MAJOR SYNDICATED SHOWS! This is the must-have book for TV viewers in the new millennium—the entire history of primetime programs in one convenient volume. It's a guide you'll turn to again and again for information on every series ever telecast. There are entries for all the great shows, from evergreens like *The Honeymooners*, *All in the Family*, and *Happy Days* to modern classics like *24*, *The Office*, and *Desperate Housewives*; all the gripping sci-fi series, from *Captain Video* and the new *Battle Star Galactica* to all versions of *Star Trek*; the popular serials, from *Peyton Place* and *Dallas* to *Dawson's Creek* and *Ugly Betty*; the reality show phenomena *American Idol*, *Survivor*, and *The Amazing Race*; and the hits on cable, including *The Daily Show* with Jon Stewart, *Top Chef*, *The Sopranos*, *Curb Your Enthusiasm*, *Project Runway*, and *SpongeBob SquarePants*. This comprehensive guide lists every program alphabetically and includes a complete broadcast history, cast, and engaging plot summary—along with exciting behind-the-scenes stories about the shows and the stars. MORE THAN 500 ALL-NEW LISTINGS from *Heroes* and *Grey's Anatomy* to *30 Rock* and *Nip/Tuck* UPDATES ON CONTINUING SHOWS such as *CSI*, *Gilmore Girls*, *The Simpsons*, and *The Real World* EXTENSIVE CABLE COVERAGE with more than 1,000 entries, including a description of the programming on each major cable network AND DON'T MISS the exclusive and updated “Ph.D. Trivia Quiz” of 200 questions that will challenge even the most ardent TV fan, plus a streamlined guide to TV-related websites for those who want to be constantly up-to-date SPECIAL FEATURES! • Annual program schedules at a glance for the past 61 years • Top-rated shows of each season • Emmy Award winners • Longest-running series • Spin-off series • Theme songs • A fascinating history of TV “This is the Guinness Book of World Records . . . the Encyclopedia Britannica of television!” -TV Guide

60 minutes ratings history: History of the Mass Media in the United States Margaret A. Blanchard, 2013-12-19 The influence of the mass media on American history has been overwhelming. *History of the Mass Media in the United States* examines the ways in which the media both affects, and is affected by, U.S. society. From 1690, when the first American newspaper was founded, to 1995, this encyclopedia covers more than 300 years of mass media history. *History of Mass Media in the United States* contains more than 475 alphabetically arranged entries covering subjects ranging from key areas of newspaper history to broader topics such as media coverage of wars, major conflicts over press freedom, court cases and legislation, and the concerns and representation of ethnic and special interest groups. The editor and the 200 scholarly contributors to this work have taken particular care to examine the technological, legal, legislative, economic, and political developments that have affected the American media.

60 minutes ratings history: Historical Dictionary of Political Communication in the United States Jacqueline N. Gifford, Guido H. Stempel III, 1999-11-30 Entries in this dictionary focus on the

people, organizations, events, and ideas that have been significant in the slightly more than two centuries of political communication in this country. The intent is to highlight those events and ideas that still have significance today—thus from the signing of the Declaration of Independence to the threshold of the 21st century. The history of political communication and how that history has repeated itself is examined in this volume. Entries arranged from A to Z, deal with freedom of the press and the major threats to freedom of the press; successful and unsuccessful political campaigns, and the changes that have occurred in political communication as well as the tradition that has emerged in the slightly more than two centuries we have been engaged in it. By offering the reader insight into the evolution of political communication as an academic field, this reference will be useful to students and scholars in the disciplines of political science, political communication, mass communication, U.S. history, and related fields, as well as academic and selected public libraries.

60 minutes ratings history: Encyclopedia of Television Horace Newcomb, 2014-02-03 The Encyclopedia of Television, second edition is the first major reference work to provide description, history, analysis, and information on more than 1100 subjects related to television in its international context. For a full list of entries, contributors, and more, visit the Encyclopedia of Television, 2nd edition website.

60 minutes ratings history: 1980 Jim Cullen, 2022-10-14 1980 was a turning point in American history. When the year began, it was still very much the 1970s, with Jimmy Carter in the White House, a sluggish economy marked by high inflation, and the disco still riding the airwaves. When it ended, Ronald Reagan won the presidency in a landslide, inaugurating a rightward turn in American politics and culture. We still feel the effects of this tectonic shift today, as even subsequent Democratic administrations have offered neoliberal economic and social policies that owe more to Reagan than to FDR or LBJ. To understand what the American public was thinking during this pivotal year, we need to examine what they were reading, listening to, and watching. 1980: America's Pivotal Year puts the news events of the era—everything from the Iran hostage crisis to the rise of televangelism—into conversation with the year's popular culture. Separate chapters focus on the movies, television shows, songs, and books that Americans were talking about that year, including both the biggest hits and some notable flops that failed to capture the shifting zeitgeist. As he looks at the events that had Americans glued to their screens, from the Miracle on Ice to the mystery of Who Shot J.R., cultural historian Jim Cullen garners surprising insights about how Americans' attitudes were changing as they entered the 1980s. Praise for Jim Cullen's previous Rutgers University Press books: *Informed and perceptive —Norman Lear on Those Were the Days: Why All in the Family Still Matters* Jim Cullen is one of the most acute cultural historians writing today. —Louis P. Masur, author of *The Sum of Our Dreams on Martin Scorsese and the American Dream* This is a terrific book, fun and learned and provocative....Cullen provides an entertaining and thoughtful account of the ways that we remember and how this is influenced and directed by what we watch. —Jerome de Groot, author of *Consuming History on From Memory to History*

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60 minutes ratings history: *Focus On: 100 Most Popular Fox Network Shows* Wikipedia contributors,

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60 minutes ratings history: *Focus On: 100 Most Popular Television Series by Universal Television* Wikipedia contributors,

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60 minutes ratings history: Kiss the Boys Goodbye Monika Jensen-Stevenson, William Stevenson, 2014-11-18 The classic account of the abandonment of American POWs in Vietnam by the US government. For many Americans, the recent conflicts in Iraq and Afghanistan bring back painful memories of one issue in particular: American policy on the rescue of and negotiation for American prisoners. One current American POW of the Taliban, Sergeant Bowe Bergdahl, stands as their symbol. Thousands of Vietnam veteran POW activists worry that Bergdahl will suffer the fate of so many of their POW/MIA comrades—abandonment once the US leaves that theater of war. *Kiss the Boys Goodbye* convincingly shows that a legacy of shame remains from America's ill-fated involvement in Vietnam. Until US government policy on POW/MIAs changes, it remains one of the most crucial issues for any American soldier who fights for home and country, particularly when we are engaged with an enemy that doesn't adhere to the international standards for the treatment of prisoners—or any American hostage—as the graphic video of Daniel Pearl's decapitation on various Jihad websites bears out. In this explosive book, Monika Jensen-Stevenson and William Stevenson provide startling evidence that American troops were left in captivity in Indochina, victims of their government's abuse of secrecy and power. The book not only delves into the world of official obstruction, missing files, censored testimony, and the pressures brought to bear on witnesses ready to tell the truth, but also reveals the trauma on patriotic families torn apart by a policy that, at first, seemed unbelievable to them. First published in 1990, *Kiss the Boys Goodbye* has become a classic on the subject. This new edition features an afterword, which fills in the news on the latest verifiable scandal produced by the Senate Select Committee on POWs. Skyhorse Publishing, as well as our Arcade imprint, are proud to publish a broad range of books for readers interested in history--books about World War II, the Third Reich, Hitler and his henchmen, the JFK assassination, conspiracies, the American Civil War, the American Revolution, gladiators, Vikings, ancient Rome, medieval times, the old West, and much more. While not every title we publish becomes a New York Times bestseller or a national bestseller, we are committed to books on subjects that are sometimes overlooked and to authors whose work might not otherwise find a home.

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60 minutes ratings history: The Television Will Be Revolutionized, Second Edition Amanda D Lotz, 2014-09-19 "Incredibly prescient . . . the revised edition updates its account to reflect an age when Hulu, Netflix, and Amazon are now competing for Emmy and Peabody Awards." —Henry Jenkins, coauthor of *Spreadable Media: Creating Meaning and Value in a Networked Culture* Many proclaimed the "end of television" in the early years of the twenty-first century, as capabilities and features of the boxes that occupied a central space in American living rooms for the preceding fifty years were radically remade. In this revised second edition of her definitive book, Amanda D. Lotz proves that rumors of the death of television were greatly exaggerated and explores how new distribution and viewing technologies have resurrected the medium. Shifts in the basic practices of making and distributing television have not been hastening its demise but redefining what we can do with it, what we expect from it, how we use it—in short, revolutionizing it. Television, as both a technology and a tool for cultural storytelling, remains as important today as ever, but it has changed in fundamental ways. *The Television Will Be Revolutionized* provides a sophisticated history of the present, examining television in what Lotz terms the "post-network" era while providing frameworks for understanding the continued change in the medium. The second edition addresses adjustments throughout the industry wrought by broadband-delivered television such as Netflix, YouTube, and cross-platform initiatives like TV Everywhere, as well as how technologies such as tablets and smartphones have changed how and where we view. Lotz begins to deconstruct the future of different kinds of television—exploring how "prized content," live televised sports, and linear viewing may all be "television," but very different types of television for both viewers and producers. Through interviews with those working in the industry, surveys of trade publications, and consideration of an extensive array of popular shows, Lotz takes us behind the screen to explore what is changing, why it is changing, and why the changes matter. "[A] thorough and engaging analysis." —Velvet Light Trap "Thick with trade facts and figures." —Popular Communication

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