Eli M. Noam and Jens Waltermann (eds.)

Contents

Public Television: Past Promises and Future Opportunities – an Introduction……………………………………………………………7

The Institution of U.S. Public Broadcasting……………………………………………………………11
Willard D. Rowland, Jr.

Funding and Economics of American Public Television………………………………………………………73
James Ledbetter

American Public Television: Programs – Now, and in the Future……………………………………………………………………95
Richard Somerset-Ward

Public Television and New Technologies…………………………………………………………………………113
Monroe E. Price

Public-Interest Programming by American Commercial Television…………………………………………………………145
Eli M. Noam

The Authors…………………………………………………………………………….177