

Intro:

Chapter One: Creation

Telephone
Bell and Western Union—
AT&T circa 1900 Vail/Fish/ Morgan
Gilded Age of banking
Industrial revolution
National networks: Telegraph, Railroad & Electric Utility Industry
Radio /Military to commercial/KDKA HP Davis
Novelty/Innovation/social implications
Movie picture show
Development of Technologies
Economic Implications/Cultural Reactions
Effects of war on development of the industry

Chapter Two: Consolidation

Vail/'s concept of “wasteful duplication” and “natural monopoly”
Territory swapping
Forced interconnection
Commercial use of radio and subsequent growth/consolidation
RCA/ATT/GE/Westinghouse
The role of standards/manufacturing
DOD/ Congress protection of industry
The New Deal implications
Why did consolidation happen the way it did?

Chapter Three: Signs of Change

Growth of global radio/demise of telegraph
Cultural acceptance/dependence
Microwave technology
Television growth
NASA to the moon
Carterphone/hushaphone
Computer Inquiry
Satellite industry

Chapter Four: The Perfect Storm

FCC and jurisdictional issues
INTELSAT/DOMSAT
MCI Decision
AT&T
Copyright battles/signal importation/leapfrogging
Carter Mountain decision
CATV Fortnightly Corp v. United Artists
CPB
Computer Inquiry/fax machine

DATRON/IBM
SPECTRUM
Cable TV and FCC Authority

Competition

Chapter 5: Setting up OTP; Wheels start to turn; actions and reactions to the perfect storm

What were the main objectives?
Why/how were they important?
What was the plan of attack?
Who fought it, why? What else were you up against?
How did you pull it off?
How did things shape up after that?
Issue by issue? Department by department?
Historical context

Chapter 6: OTP “Cable, Turning TV into a Magazine Rack” BUN and Open Skies

Industry Structure-- proposed changes
Spectrum issues
State vs. Fed regulation
FCC and jurisdictional issues
Separations principle
Vertical integration
Content controls
Capacity issues
Rate of return models
The utility question
Cable’s struggle for funding/programming/respect
Franchise agreements
Signal importation; melting the freeze
Manufacturing; equipment/technology/rights of way
Social factors

Chapter 7: OTP “Over my dead body”

The story of AT&T during those years
Congressional Testimony
MCI/microwave/private lines
Computer Inquiries/terminal exchange rules
IBM/Arpanet
Rights of way issues
Price fixing/rate of return
Manufacturing/Western Union/Bell Labs
DOD factor
Judge Green/the personalities factor

Chapter 8: OTP Satellites

INTELSAT/DOMSAT/COMSAT

DOD

Commercial applications

International agreements impacting domestic policies

Technology growth

Funding issues/competition

Social implications/impact of Apollo and man on the moon missions

The Commies/eastern Europe/developing countries

FCC and jurisdictional issues

Chapter 9: OTP ---CPB

The funding/the fights/the philosophy of

Sloan/Killian factors

1st Amendment implications

Chapter 10 OTP The role of the press and beaurocrats

Chapter 11 Post OTP years

Chapter 12: The Future: Ubiquity

Chapter 13: Conclusion

Themes

Competition vs. Natural Monopoly vs. municipal/franchise agreements

Manufacturing vs. price controls vs. rate of return regulation

Innovation vs. regulation

Creation

Consolidation

Competition

Innovation/Ubiquity

Epilogue

wired	wireless
broadcast	private
innovation	standards
unregulated	regulated
novelty	invisibility
cost	price

resources: spectrum, right of way, switches

politics: public airwaves, uses of monopoly