

**THE FIVE MYTHS
OF TELEVISION
POWER**

OR

**WHY THE MEDIUM
IS NOT THE MESSAGE**

DOUGLAS DAVIS

SIMON & SCHUSTER

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209

212. Douglas Davis
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Taped: 4/23/93
Aired: 5/30/93
Tape #: 34840

50 million commercials v. 21 Billion



For Brown Lamb
and C-span
which clearly
inspired some of
these pages @ 24 -
217/ 
3/93

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PS It occurs
to me you might
also be interested
in the progress of
my Russian-American
Satellite TV adventure,
which, when broadcast,
this fall, will also
simulate the 5 myths.

Here is some
related material,
all relevant to
the current crisis.
I was in Moscow
last month & will

As again in May.
The memo on 3/4
you see here was
forwarded to the
top of our state
Dept., that this

moment the
policy shows
no sign of
changing in
the direction I
asked for. DD