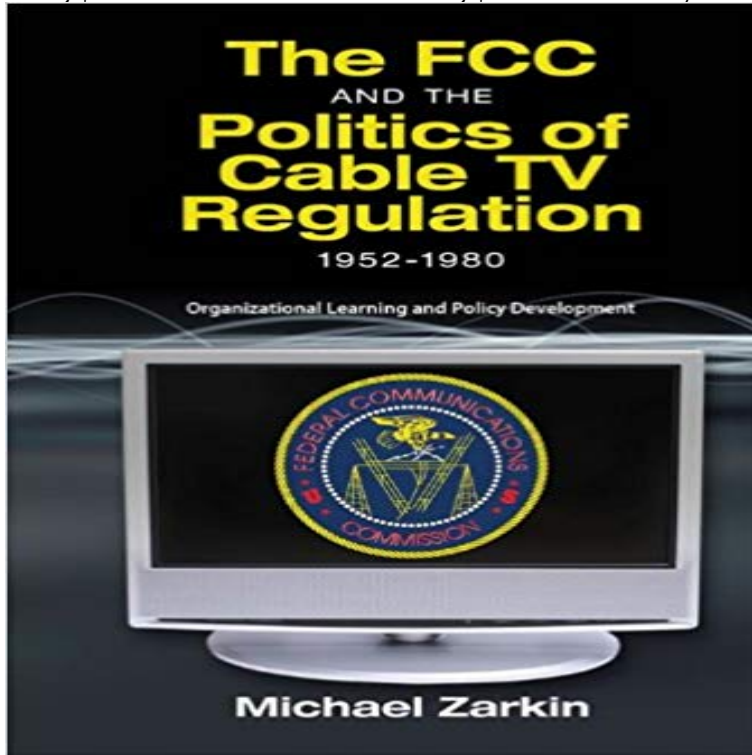


## The FCC and the Politics of Cable TV Regulation, 1952-1980: Organizational Learning and Policy Development , Student Edition



While other studies have examined the history of cable television regulation, none has fully explained why the FCC struggled to develop regulations during its formative years. In this study, Michael Zarkin helps fill this gap by providing such an explanation through an application of organizational learning theory. Zarkin argues that in order for the FCC to formulate regulations for a brand-new communications medium, it first needed develop and effectively utilize the capacity to gather and analyze policy-relevant knowledge. By the 1970s, conditions were ripe for this to happen, and the FCC was able to more effectively revise its cable television policies. This book elaborates and applies an organizational learning framework that contributes to our understanding of how regulatory agencies operate. By employing a broad range of published and unpublished primary sources, the book also succeeds in providing a more detailed and penetrating study of cable television than previous endeavors. Rather than simply summarizing and critiquing policy decisions, the book paints a picture of the people, ideas, and politics that shaped cable television regulation during these formative years. The FCC and the Politics of Cable TV Regulation, 1952-1980 will be of interest to scholars who study regulatory agencies, the policy process, and communications law and policy.

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