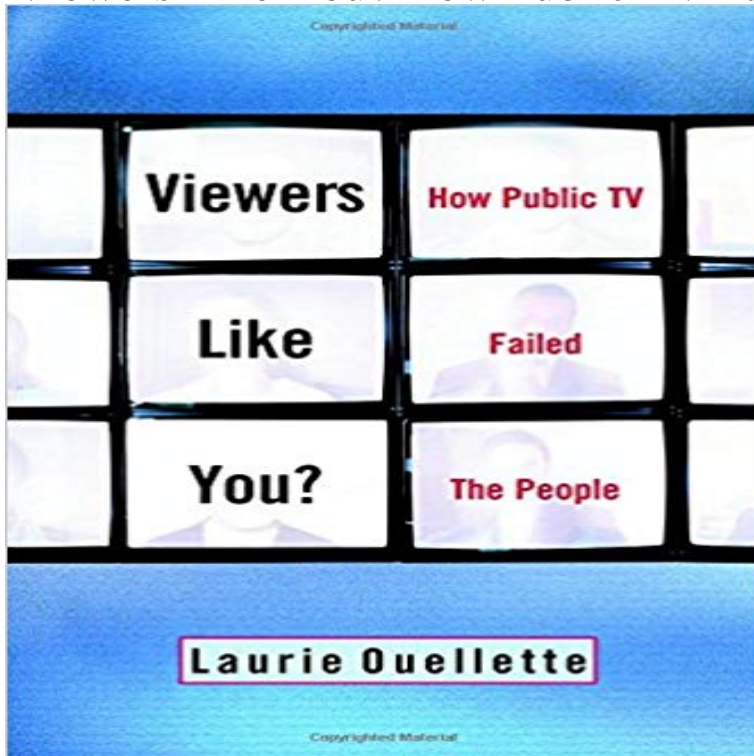


Viewers Like You? How Public TV Failed the People



How public is public television if only a small percentage of the American people tune in on a regular basis? When public television addresses viewers like you, just who are you? Despite the current of frustration with commercial television that runs through American life, most TV viewers bypass the redemptive oasis of the wasteland represented by Pbs and turn to other, more popular media, *Viewers Like You?* traces the history of public broadcasting in the United States, questions its priorities, and argues that public Tvs tendency to reject popular culture has undermined its capacity to serve the people it claims to represent.

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