

U.S. MEDIA LANDSCAPE TIMELINE (selective events and innovations)

YEAR	Transportation, Communications, & Digital Technology	Memorabilia, Portraits, Buttons, Banners, & Signs	Print Material, Photography, Newspapers & Magazines	Music, Film, Radio & Television
Prior to 1796	Direct mail 1789 Bill of Rights establishes freedom of the press 1793 Invention of the cotton gin	Memorabilia (ribbons, images on china) Posters & banners Paintings & drawings Painted portraits	Handbills, pamphlets & books Printed political cartoons (woodcuts or engravings) 1787-88 <i>Federalist Papers</i> first published as newspaper editorials 1787-95 Most newspapers partisan weeklies 1796 Thomas Paine's <i>The Age of Reason</i> 1798-1800 Increase from 51 to 83 Democratic-Republican newspapers	Political songs & sheet music
1796	1796 Invention of lithography (made printmaking quick & easy) 1798 Passage of the Sedition Act	1796 Metal tokens		
1800		1800 Hats with twigs, bucktails or cockades		
1804	1807 Launching of first steamboat	1804 Ceramic pitchers with candidate's likeness		
1808		1808 Inlaid Sheffield razors with political slogans		
1812				
1816	1817 Begin construction of the Erie Canal		1814 First photographic image (camera obscura)	1814 Francis Scott Key writes "The Star Spangled Banner"
1820	1820s-1830s Development of canal system			
1824	1824 Erie Canal completed 1825 First railroad in the U.S.	1824 Metal lucky tokens, bandanas, snuff boxes, thread boxes & combs supporting Jackson	1825 First published campaign biography (Andrew Jackson) 1826 <i>United States Telegraph</i> newspaper (supporting Jackson) 1827 First African American newspaper, <i>Freedom's Journal</i> 1828 Webster's <i>American Dictionary of the English Language</i> published	1824 Ludlow's "The Hunters of Kentucky" song published celebrating Jackson's victory at New Orleans
1828	1828-31 Price of paper falls 25% 1829 Invention of the typewriter early 1830s First use of steam-powered cylinder press in the U.S.	1828 Hickory Sticks become first symbol used to represent a presidential candidate (Jackson)		
1832			1833 "Penny Press" begins with publication of <i>The New York Sun</i> 1835 de Tocqueville publishes <i>Democracy in America</i> 1837 First fixed photographic image that didn't fade (daguerreotype)	
1836		1837 Satirical paper banknotes & copper medallions mocking Jackson		
1840		1840 Log Cabin imagery on a wide range of memorabilia 1840 Pull cards 1840 Whig "Rolling Ball" 1840 Parade flags & standards	1841 Horace Greeley starts <i>The New York Tribune</i>	
1844	1844 Wood pulp paper invented (vastly reduces cost of newspapers) 1844 Invention of the telegraph		1847 Frederick Douglass publishes <i>The North Star</i> in Rochester, NY (rise of abolitionist press)	

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1848	1846 Rotary press invented (for rapid printing of newspapers)		1848 Associated Press formed in NY	
1852	1850s Rise of railroads (miles of track triples in 10 years)		1851 <i>The Nation</i> (oldest still publishing magazine)	
1856	1856 Western Union begins	1856 Ferrotypes & cardboard photos on brass tokens or pins	1851 <i>The New York Times</i> founded	
1860	1861 First U.S. transcontinental telegraph	1860 Split rail imagery on a wide range of memorabilia (Lincoln) Torchlight parades	1852 <i>Uncle Tom's Cabin</i> published	
1864	1866 Transcontinental telegraph cable		1853 First news photograph (daguerreotype)	
1868	1869 Transcontinental railroad completed		1857 <i>Harper's Weekly</i>	
1872			1860 First use of engravings from photographs on political ribbons & prints	
1876	1876 Invention of telephone		1861 First Thomas Nast political cartoons	
	1876 Invention of celluloid		1863-65 Civil War photographs	
	1877 Invention of the phonograph			
	1878 Invention of dry plate photography			
	1879 Invention of incandescent light bulb			
1880	1880 NYC streets lit by electricity	1880 First use of gaudy lapel studs with candidate's picture	1869 First "dime" novels	
	1882 First electric-power station (NYC)		1870 Begin explosion of newspaper circulation (increases 900% by 1910)	
	1883 Half-tone screen invented (for mass reproduction of images)		1873 First color photographs	
1884	1884 Invention of Nipkow scanning disk (earliest form of television)			
1888	1888 Invention of the kinoscope (first moving pictures)	1888 "Turkey red" bandanas (Grover Cleveland campaign)	1880 First articles about possibility of television published in <i>Scientific American</i>	
			1884 <i>Huckleberry Finn</i> published	late 1880s First peep shows & nickelodeons
1892	1891 First wireless telegraphy	1892 Candidate images on thread, pincushions, trivets	1888 Invention of Kodak box camera with transparent celluloid film	
	1895 Marconi invents radio telegraphy		1890s-early 1900s Muckrakers expose corporate & manufacturing scandals	

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1896	<p>1896 First "whistle-stop" campaign (William Jennings Bryan)</p> <p>1896 Tabulating Machine Company (later becomes IBM)</p> <p>1899 Invention of magnetic tape recorder</p> <p>1900 First transmission of human speech via radio waves</p> <p>1902 Invention of photoelectric scanning for image transfer</p> <p>1902-03 Invention of the vacuum tube (wireless sound)</p> <p>1903 First airplane flight (Wright brothers at Kitty Hawk)</p> <p>1906 Ford produces first automobiles</p> <p>1906 First "offset" presses built</p>	<p>1896 Memorabilia in gold & silver</p> <p>1896 First celluloid pin back campaign buttons</p> <p>1896 Placards on moveable wheels</p> <p>early 1900s Stereographic 3-D cards and "lantern slides"</p> <p>1900 First penny postcards used for political purposes</p> <p>1903 First Teddy Bears (named after Pres. Theodore Roosevelt)</p> <p>1904 Teddy Bear imagery on a wide range of memorabilia</p> <p>1908 Political watchfobs</p>	<p>1890s cheap color newspaper, "yellow journalism"</p> <p>1897 First published photographs in newspapers (<i>New York Tribune</i>)</p> <p>1897 <i>Saturday Evening Post</i> begins</p> <p>1898 First photographs taken with artificial light</p> <p>1900 First mass marketed Browning cameras</p> <p>1907 Introduction of Autochrome color photography</p> <p>1907 First daily comic strip ("Mr. Mutt")</p> <p>1913-14 First 35 mm cameras</p>	<p>1894 Invention of motion picture camera</p> <p>1896 Edison develops vitascope movies (shown on large screen with musical accompaniment)</p> <p>1897 First newsreels shown</p> <p>1906 First radio program broadcast by Reginald Fessenden</p> <p>1907 Lee De Forest becomes the first DJ (broadcasts from lower Manhattan)</p> <p>1915 <i>Birth of a Nation</i> (3 hour film) (beginning of modern movie industry)</p> <p>1916 First political polls by <i>Literary Digest</i></p> <p>1919 RCA formed</p> <p>1919 <i>New York Illustrated Daily News</i> (first tabloid newspaper in the U.S.)</p> <p>1919 Creation of United Artists (first film studio)</p> <p>1920 First radio station (KDKA) begins broadcasting in Pittsburgh</p> <p>1920 First radio broadcast of results of a presidential election</p> <p>1920s-1930s Rise of jazz and dance halls, Harlem Renaissance</p> <p>1921 <i>Reader's Digest</i></p> <p>1922 First commercial on radio</p>
1900				
1904				
1908				
1912	<p>1912 Titanic sinks, reported by ship to shore radio telegraphy</p> <p>1914 Federal Trade Commission began (regulating false advertising)</p> <p>1914 First assembly line production (Ford)</p>			
1916				
1920	<p>1920s Technologies to improve train & air travel: radial engine, pressurized cabins, diesel-electric engine, electronics, plastics</p> <p>1920s Rise of electric appliances (refrigerators, washing machines, irons, vacuum cleaners) which revolutionizing housework</p> <p>1922 Motion Picture Association (first regulation of film industry)</p> <p>1922 First Pulitzer prize for a political cartoon</p>	<p>1920 First mass produced lithographed tin buttons</p> <p>1920 Political decals for car windows</p> <p>1920 Electric glass window signs</p>	<p>1920s Rise of wire services, so nationally syndicated stories</p> <p>1920s Newspapers begin being absorbed into national chains</p>	

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1924	<p>1923 National Association of Broadcasters</p> <p>mid-1920s Advertising “comes of age”</p> <p>mid-1920s Proliferation of telephones</p> <p>1924 IBM formed</p> <p>1927 Federal Radio Act</p>	<p>1924 License plate attachments</p>	<p>1923 <i>Time</i> magazine</p> <p>1925 <i>The New Yorker</i></p> <p>1927 Invention of modern flashbulb</p>	<p>1923 First weekly radio commentaries</p> <p>1927 First national radio network (NBC)</p> <p>1927 First feature-length motion picture with sound (<i>The Jazz Singer</i>)</p> <p>1927 First experimental broadcasts of TV</p> <p>late 1920s Cartoon shorts in movie theaters</p> <p>1929 “Happy Days are Here Again” published</p> <p>1930 Almost every home has radio</p> <p>1930 First daily 15-minute radio newscast</p> <p>1932 Breaking news story on radio, interrupting regularly scheduled programming (Lindbergh baby)</p> <p>1933 First radio “Fireside Chat” by Roosevelt</p>
1928	<p>early 1930s Earliest analog computer developed</p>	<p>1932 Oilcloth covers for spare tires with political messages & images</p>	<p>1933 <i>Newsweek</i> magazine</p>	<p>mid-1930s First radio soap operas</p> <p>1937 Live radio broadcast of the Hindenburgh disaster</p> <p>1937 First feature-length animated film (<i>Snow White</i>)</p> <p>1938 Orson Welles radio broadcast of “War of the Worlds”</p> <p>1938 First regular daily newsbroadcast on radio (“World Today”)</p> <p>1938 First radio quiz shows</p> <p>1939 Television broadcasts from the New York World’s Fair</p> <p>1939 FDR is first president shown on TV</p> <p>1939-1945 Live broadcasts of the war by Edward R. Murrow</p> <p>late 1930s First films in color</p> <p>1941 First commercial television broadcast</p>
1932	<p>1934 Federal Communications Act (regulating radio, TV, telephones & telegraph)</p>		<p>1935 First comic books</p> <p>1936 <i>Life</i> magazine</p>	
1936	<p>late 1930s Rural electrification program (part of New Deal)</p> <p>late 1930s Rural road construction (allows timely delivery of newspapers)</p>			
1940	<p>1941 FCC Mayflower Doctrine (broadcasters can’t be advocates)</p> <p>1942 Office of War Information established by Roosevelt to coordinate propaganda and information services</p> <p>1942 War Advertising Council established to raise money for the war effort using popular stars</p>	<p>1940 First political billboards</p>		

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1944	1946 First mainframe computer invented		1948 First Polaroid instant cameras	1945 Radio networks banned advertising for 4 days during coverage of President Roosevelt's death 1948 4 commercial TV networks 1948 TV received in only 47 cities 1948 First televised conventions
1948	1948-1955 Begin decline of passenger trains 1948 Last whistle stop campaign (Truman) early 1950s Rise of suburbs leads to huge increase in cars 1950 Invention of color television			1952 <i>Today</i> show begins 1952-1956 Begin decline in radio use 1952-1954 Number of TV stations grow from 108 to 356 in 2 years 1952 First political TV commercials 1952 First 30 minute paid political messages 1952 Nixon's "Checkers" speech 1954 Army-McCarthy hearings on <i>See It Now</i>
1952	1952 First computerized election predictions	1952 Wide range of memorabilia in political campaigns (stickers, handkerchiefs, matchbooks, etc.)		
1956	1956-1962 Begin construction of interstate highways	1956 First bumper stickers used for political campaigns		1960 Almost 90% of homes have TV sets 1960 First televised presidential debates 1963 Evening news expands from 15 to 30 minutes 1963 End of newsreels in theaters 1963 3-day TV coverage of Kennedy assassination and funeral 1964 Most TV broadcasts in color 1964 First televised war coverage (on film, delayed)
1960	1956-1960 Increased commercial air travel 1962 First transatlantic satellite transmissions			
1964	1965 Launch of first commercial communications satellite 1967 First handheld calculator 1967 Public Broadcasting Act 1969-83 Internet begins as ARPANET early 1970s Invention of the VCR 1971 Invention of the microprocessor 1971 Federal Election Campaign Act	1964 Cowboy hats used to support LBJ		
1968		late 1960s First T-shirts with peace signs & anti-war messages	1969 <i>The Selling of the President 1968</i> published 1970 First <i>Doodlesbury</i> political cartoons	1968 <i>60 Minutes</i> begins on CBS 1968 TV coverage of riots outside the Democratic Convention in Chicago 1968 Presidential candidate Nixon appears on <i>Laugh-In</i> 1969 Apollo 11 transmits live TV pictures from the moon 1969 PBS begins broadcasting 1971 National Public Radio begins 1972 HBO (first subscription cable channel) 1973-4 TV coverage of the Watergate hearings
1972	1972 First television-based home computer games	1971-72 First T-shirts for presidential candidates	1972 <i>Washington Post</i> uncovers Watergate Scandal	

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1976	<p>1975 First fiber-optics transmissions</p> <p>late 1970s Rise of Political Action Committees (PACs)</p> <p>1977 First affordable personal computers (by Apple & Commodore)</p> <p>1979 Invention of the mobile cellular phone</p> <p>1980 Michael Deaver named "Ad Man of the Year" for Reagan campaign</p> <p>1980 First supermarket scanners in use</p> <p>1981 First laptop computers</p> <p>1982 Compact Disk invented</p> <p>1983 Begin commercial & popular use of the Internet (e.g., e-mail)</p> <p>1984 Apple Macintosh</p> <p>1985 Microsoft Windows</p> <p>1986 Nintendo Video Games</p> <p>1987 Reagan suspends the Fairness Doctrine (requiring equal time for controversial issues)</p>			<p>1974 <i>All the President's Men</i> published</p> <p>1974 Nixon announces resignation in live TV speech</p> <p>1975 <i>Good Morning America</i> begins</p> <p>1975 <i>Star Wars</i> coins term "Evil Empire"</p> <p>1975 <i>Saturday Night Live</i> debuts</p> <p>1979 C-SPAN cable network begins</p>
1980			<p>early 1980s First digital manipulation of photographs</p> <p>1982 <i>USA Today</i> begins publishing</p>	<p>1980 Cable News Network (CNN) begins</p> <p>1981 MTV begins broadcasting</p> <p>1981 Televised release of American hostages from Iran</p> <p>1983 <i>Frontline</i> debuts on PBS</p>
1984		<p>1984 Hugely popular buttons supporting Geraldine Ferraro (first female VP candidate from a major party)</p>		<p>1986 Iran-Contra hearings on TV</p>
1988	<p>1988 Children's Television Act passed regulating children's TV (vetoed)</p> <p>1988 Begin to use focus groups/dial groups to judge responses to political speeches</p> <p>1990 Children's Television Act, revised, passed by Congress</p> <p>early 1990s First Direct Satellite dish broadcasts</p>		<p>1991 First professional digital camera systems (for photojournalists)</p>	<p>1988 Rush Limbaugh TV show debuts</p> <p>1988 Fox Channel debuts (first new successful broadcast network since 1940s)</p> <p>1989 Berlin Wall torn down, covered by live television</p> <p>1991 Desert Storm bombing of Baghdad broadcast live by CNN</p> <p>1991 Rodney King beating by police officers shown on <i>Today</i> show.</p>
1992	<p>1992-1998 Media begin "Ad Watches" judging accuracy of political ads</p> <p>1993 World Wide Web created</p> <p>1993 First Palm Pilots introduced</p> <p>1993 First search engines</p>			<p>1992 First town-hall meeting style presidential debate</p> <p>1995 O.J. Simpson trial broadcast live & aftermath (riots, looting in Los Angeles)</p>
1996	<p>1998-2000 Media highlight Y2K fears</p> <p>1998 Google debuts online</p> <p>1999 MP3 makes music downloads possible</p> <p>1999 First weblogs (start of "blogging")</p>			<p>1996 <i>The O'Reilly Factor</i> debuts on Fox</p> <p>1996 MSNBC debuts</p> <p>1997 Introduction of DVDs</p> <p>1998 Digital TV broadcasting begins</p>

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2000	<ul style="list-style-type: none"> 2000-2004 Micromarketing increases 2002 TiVo digital recording system 2002-2004 Rise of video and news on the web 2003-2004 Rise of "blogging" 2003 FCC votes to reduce limits on media consolidation 			<ul style="list-style-type: none"> 1998-99 Coverage of Monica Lewinsky scandal & Clinton impeachment trial 1999 <i>The West Wing</i> debuts on NBC 2000 Major networks erroneously announce Gore elected president 2001 Live TV coverage of Sept. 11 events 2001 Live coverage of War in Afghanistan 2001-2004 Rise of <i>Clear Channel</i> radio network 2002 <i>NOW with Bill Moyers</i> debuts on PBS 2003-04 Al Jazeera broadcasts Saddam Hussein statements 2003 Live coverage of War in Iraq with "embedded" reporters 2004 Film <i>Fahrenheit 9/11</i> debuts
2004				