

Index

- ABC Television, Better Community initiative 40–4, 55, 56, 94, 181
- addictive behavior, and life interventions 71–2
- advanced liberalism *see* neo-liberalism
- The Adventures of Ozzie and Harriett* 27
- advertising 144–5, 210
- Afghanistan 172–3
- age, and makeover TV 107–10
- The Age of Discontinuity* (Drucker) 19
- Alias* 153
- All in the Family* 184
- Ambush Makeover* 101
- American Idol* 127, 153, 203, 212, 213–15, 221
- crisis of the series 222–3
- America's Most Wanted* 218, 219
- America's Next Top Model* 7, 127, 128, 132–3
- Americorp 21
- Ameritrade 144–5, 147
- ancient Greece, “care of the self” in 78, 87, 109
- Andrejevic, Mark 141, 153–4, 210–11, 221
- The Apprentice* 127, 129, 147, 149, 150, 153, 175, 184, 187–91, 193, 196
- and the political process 212, 215, 221
- Arts & Entertainment (A&E) 61–2
- Average Joe* 126
- Bad Girls Club* 155, 220
- Baker, Jim and Tammy 210
- bankruptcies, and financial risk management 142–3
- Banks, Tyra 132, 133
- Beauty and the Geek* 126–7
- Beck, Ulrich 135
- Bennett, Tony 13
- Berger, Joan 112
- BET (Black Entertainment TV) 217
- Better Business Bureau 42
- The Biggest Loser* 87–8
- Big Love* 149
- Black Americans, and *Home Edition* 52–3
- Black Entertainment TV (BET) 191, 192, 217
- Black/White* 194, 196–8
- Blangiardi, Barbara 61
- Bloomberg, Michael 219

- Bloomberg Network 145, 147
- Bodroghkozy, Aniko 65
- Bolt Home Systems 162
- branded commodities, individuals as 104–5
- Brat Camp* 6, 64, 67–70, 72
- Britten, Rhonda 83
- broadcasting policy (US) 24–8, 184–5
- Brown, Wendy 40, 67, 86
- Brundson, Charlotte 74
- Burchell, Graham 78–9
- Burnett, Mark 193
- Bush, George W. 21–3, 24, 34, 41, 104
- American Dream program 45
 - and *American Idol* 213, 214–15, 223
 - and the collapse of the World Trade Center 141
 - Compassion Agenda 67, 139, 218, 219
 - and Enron 142
 - family policy 92, 93
 - and Homeland Security 166, 167–8
 - interview with Dr. Phil 217
 - and the Iraq war 219
 - lifelong learning policies 100
 - and the Ownership Society 171, 178
 - and risk management 139–40
 - Steps to a Healthier US program 90–1
 - welfare reform policies 37, 95
- Bush, Laura 54–5, 217–18, 223
- cable networks 30, 185, 209
- and charity TV 61–2
 - and finance-TV 145–51
 - and home security 161, 162–3
 - and life interventions 87
 - and makeover TV 101
 - care of the self 6, 12, 15, 17–18
 - and life interventions 75–6, 78–9, 87, 98
 - and makeover TV 106, 109–10, 121
 - and risk management 151–8
- Carnegie Corporation 38
- Center for Science in the Public Interest (CSPI) 90
- charity TV 5–6, 32–62, 66
- and ABC TV 40–4
 - and cable networks 61–2
 - proliferation of 56–62
 - and public interest 34–5
 - and welfare reform 33, 35–8
- Chasin, Alexandra 12
- Cheaters* 155
- Chertoff, Michael 166, 169
- children
- and *Brat Camp* 6, 64, 67–70, 72
 - and healthy lifestyle programs 88–92
 - and nanny programs 93–8
- Chopra, Deepak 31
- Citizen Corps 21, 23, 167
- citizenship 7, 9, 17, 21, 23
- constitutions of 170–4
 - and cultural technologies 14, 41, 67
 - democracy and viewer participation 203–4, 206, 211, 218–20, 224
 - and financial risk management 147, 149, 150–1
 - future of CV as citizenship training 224
 - and group governance games 187, 190, 192, 194, 196, 197, 199
 - and home security 159
 - and life interventions 75
 - and personal safety 165–9

- and reinventing television 31
- and survivalist TV 158
- tests of 172, 174–82
- and TV as a cultural technology 15–16
- and US broadcasting policy 25, 26–7
- viewers and DIY citizenship 203–4
- civic laboratories 16, 173
- civil society 9, 10, 11, 14, 137
 - and Iraq 219
 - and US broadcasting policy 25–6
- Clarke, John 39, 44
- class, and makeover TV 101, 123–4
- Clean House* 6, 93
- Clinton, Bill 20–1, 22
- Cold War 25
- College Hill* 191, 192
- Community Development Corporations 22
- Compassion Capital Fund 21
- computer hackers 163
- computer technology 153, 160–2, 163
- constitutions of citizenship 170–4
- consumerism/consumption, and makeover TV 109–10, 114–16
- The Contender* 193, 196
- Convergence Culture* (Jenkins) 203, 204–5, 223–4
- Cops* 160, 218
- corporate citizenship 219
- Corporation for National and Community Service 21, 41, 56
- Corporation for Public Broadcasting 27, 28
- courtroom programs 74–7
- Court TV Channel 218
- Cramer, Jim 150
- crime drama on TV, surveillance and profiling in 152–3
- Cronin, Ann 115
- Cruikshank, Barbara 75
- CSPI (Center for Science in the Public Interest) 90
- cultivation, and TV as cultural technology 14–15
- cultural technologies
 - and citizenship 14, 41, 67
 - and life interventions 72–3, 91
 - and makeover TV 103
 - popular media as 73
 - television as 3, 7, 13–16
- The Culture of Narcissism* (Lasch) 118
- Current TV* 213
- The Cut* 127, 131–2
- The Daily Show* 205
- dating programs 2, 124–7, 154
- Daughtry, Chris 214
- Deal or No Deal* 150
- decluttering programs 93
- Decorating on a Dime* 92
- democracy 1–2, 203–24
 - and group governance games 186, 187, 193
 - and media education 203–5
 - reality TV and the political process 213–23
 - and self-government 205, 206–7
 - TV as a spectacle of 205–8
 - TV and the technology of counting 208–13
 - and US broadcasting policy 25
- Democracy Player* 213
- depression (1930s), and federal welfare programs 35–6
- deregulation, and charity TV 33, 34
- Diebold, Inc. 214
- digital television, US government funding of 73
- Direct TV 210
- Discovery Channel 87, 158

- Dish Network 210
- Disney Corporation 27, 34, 41, 42
- diversity in programming 27
- docu-soaps (reality-based soaps) 2, 6, 81
- domestic management programs 92–3
- Dr. Phil* 63, 64, 77–8, 79–81, 85, 217
- Dr. Phil Foundation 63
- Drucker, Peter 19, 104, 105, 108, 130
- drug addicts, and life interventions 71–2
- du Gay, Paul 23–4, 103, 127, 130
- Duggan, Lisa 36
- East Side/West Side* 65
- education
 and finance-TV 146–51
 lifelong learning 7, 24, 100, 119
 media education and the politics of participation 203, 204–5, 223–4
 televised liberal arts education 28
- Educational Television Network (ETV) 26
- Eisner, Michael 34
- Enron 142–3, 149
- entrepreneurialism
 and charity TV 44
 government and TV 23–4, 219
 and life interventions 69, 82–4, 86–7
 and makeover TV 100, 110, 131, 132
 and “reinventing” television 24
 of social work 91
 and talent/job searches 127
 “entrepreneurs of the self” 103
- Etcoff, Nancy 107
- ETV (Educational Television Network) 26
- excellence management philosophy, and makeover TV 130
- Extreme Makeover* 3, 7, 40, 64, 101, 104, 105–8, 109
see also Home Edition
- failure, reality TV’s celebration of 220
- Faith-Based and Community Initiative (FBCI) 21–2, 23
- families
 and charity TV 60
 and life interventions 92–8
- Family Channel 207
- Family Safe Media 163–4
- fashion designers 131–2
- fashion modelling 121–2, 132–3
- FBCI (Faith-Based and Community Initiative) 21–2, 23
- Fear Factor* 155
- Federal Emergency Management Agency 139, 218
- federalism, and risk management 139
- femininity, and makeover TV 118–27
- feminism
 and life interventions 75, 76
 and makeover TV 119–20
 and social work 65
- The Financial Freedom Hour* 147–8
- financial risk management 141–51, 145
 and global and US financial crises 141–3
 and personal finance 143–51
- flexible economy, and makeover TV 100, 101–8, 110, 119, 127–8, 129–31, 133
- Ford Foundation 26

- Forman, Tom 48
- Foucault, Michel 15, 18, 67, 84, 87, 109
 on liberalism 9–12, 114–15, 171
 on security and risk management 135–6, 137, 138–9
 and “techniques of the self” 75, 78–9
- Fowler, Mark 34
- Fraser, Nancy 76, 77
- Freedom Corps Volunteer Network 21, 37, 41
- Frost, Jo 95–7, 170
- Gaebler, Ted 20
- games *see* group governance games
- gender
 and *The Apprentice* 188–90
 and makeover TV 101, 106–7, 118–27
see also men; women
- Gilens, Martin 52
- Gilliom, John 51
- Global Crossings 142
- Goodwin, Andrew 30
- Gorder, Genevieve 199
- Gordon, Linda 51, 77
- Gore, Al 20, 213
- government
 liberalism as a rationality of 9–12
 of the self 205, 206–7, 211
see also reinvention of government
- Gramsci, Antonio 11
- Grant, Amy 57, 60
- Great Society 28, 29, 36, 59
- Greenspan, Alan 100, 119
- group governance games 8, 184–202, 204
 and democracy 209, 211–12, 215–16, 220
- Habitat for Humanity 42, 55, 139
- Hackers* 163
- Hansen, Mark Victor 41
- Hark, Dr. Lisa 88
- Hartley, John 203–4, 204–5, 224
- Hatch, Richard 187
- Hayek, Friedrich von 19
- Heads-up Poker* 150
- healthcare, and charity TV 32, 40, 58
- healthy lifestyle programs 87–92
- Help Me Rhonda* 83
- Hicks, Taylor 213
- Hilton, Kathy 129, 130
- Home Edition* 42–56, 62, 178, 199
 casting needy individuals 47–54
 and Hurricane Katrina 54–5, 56, 140
 and Laura Bush 217–18
 and the Ownership Society 44–7
- Homeland Security 21, 22–3, 134, 138, 218
 and Hurricane Katrina 166, 168, 169
 and personal safety 165, 166–7, 169
 Ready.gov campaign 168
 and risk management 140
- Homeland Security* (made-for-TV movie) 168
- home ownership, and charity TV 44–7
- home security makeovers 134, 158–65
- Honey We’re Killing the Kids* 3, 6, 64, 88–92
- household constitutions 170–1, 194–6
- housing, and charity TV 32, 33, 40
- How Clean is Your House* 64, 92–3
- How Do I Look* 101

- How to Tell Your Children about Terrorism* 165–6
- Hurricane Katrina 23
 and Dr. Phil 63, 140, 217–18, 219
 and *Home Edition* 54–5, 56
 and Homeland Security 166, 168, 169
 and risk management 139–41
 and the Weather Channel 157
- industrial capitalism 35, 65
- In Praise of Bureaucracy* (du Gay) 23–4
- Insight Communication 162
- interactive television 85, 203–4, 205, 221
 technologies of 210–13
- Intervention* 6, 70–2
- Iraq 62, 219
- It Could Happen Tomorrow* 157–8
- It Takes a Thief* 134, 160, 161, 162, 163
- I Want to Be a Hilton* 127, 129–30
- Jackass* 155–6, 220
- Jenkins, Henry 203, 204–5, 223–4
- job searches 127–33
- Joe Millionaire* 124–5
- Johnson, Lyndon B. 28
- Judge Judy* 74–7, 81
- judicial trials, reality TV programs as 173–4
- Kemp, Jack 20
- Kennedy, John F. 28
- Kerry, John 217
- King, Larry 210
- King, Samantha 55
- Labor and Materials* 62
- Lasch, Christopher 118, 119
- leadership, and group governance games 190, 193
- Leavitt, Mike 41
- liberalism
 and citizenship 171, 172–3, 183
 Foucaultian view of 9–12, 114–15
 and life interventions 72
 and makeover TV 114–15
 and “reinventing” government 18–19
 and “reinventing” television 30
 and security and risk management 135–41
 and TV as a cultural technology 15–16
 and welfare reform 35–8
see also neo-liberalism
- library funding, and charity TV 59
- life interventions 40, 63–98
 daytime TV 73–86
 empowering “unruly” individuals 66–73
 primetime TV 86–98
 and risk management 140–1
 and surveillance 154–5
 and TV viewers 65–6
 types of 63–4
- lifelong learning 7, 24, 100, 119
- lifestyle audit 81, 103
- lifestyle management 208
- lifestyle maximization 69, 72, 86–7
- MacDonald, Dwight 26
- McGee, Micki 104, 110, 130–1, 132
- McGraw, Dr. Phillip 63, 64, 77–8, 79–81, 85, 104, 140, 217, 219, 224
- McLennan, Gregor 208

- McMurria, John 43
 McPherson, Stephen 34, 35, 41
 McRobbie, Angela 103, 107, 131, 132
Made 101
Mad Money 150
A Makeover Story 101
 makeover TV 2, 7, 64, 99–133
 dating shows 2, 124–7
 and the flexible economy 100, 101–8, 110, 119
 makeovers as instructional games 108–18
 talent/job searches 127–33
 Malakar, Sanjaya 222
Management Challenges for the 21st Century 104
 Manson, Marshall 90, 91
 marriage, and life interventions 76–7
 Martin, Randy 141, 143–4, 145–6, 151
 Matthews, Chris 221
 Mayer, Vicki 106
 media education, and the politics of participation 203, 204–5, 223–4
 men
 and makeover TV 106–7, 120–7
 and risk-taking programs 155–6
 Miller, Toby 105
 Minow, Newton 27–8
 Minson, Jeffrey 205
Miracle Workers 32, 34, 35, 38
Mission: Organization 6, 64, 93
 mobile privatization 159
Mr Personality 126
Mr Roger's Neighborhood 173, 175
 MSNBC 220–1
 MTV 29, 30, 61–2, 81, 101
 Rock the Vote campaign 216–17, 221
 Murrow, Edward 205
Nanny 911 6, 64, 93, 95, 97, 98
 nanny programs 93–8
 National Fair Housing Association (NFHA) 179–80
 National Partnership for Reinventing Government (NPRG) 20–1
 natural disasters, and the Weather Channel 157–8
 Nazi Germany 19, 25
 neighborhoods
 and citizenship tests 174–84
 and group governance games 198–202
 neighborhood constitutions 171
 neo-liberalism 4, 12, 18, 19, 38
 and charity TV 40, 52–3
 and life interventions 70, 76–7, 79–81, 89–92
 and makeover TV 100
 and security and risk management 137–41
 network society 31
 networks of government 172
 New Deal reforms 36
 NFHA (National Fair Housing Association) 179–80
 NPRG (National Partnership for Reinventing Government) 20–1
 older workers, and the flexible economy 107–8
Omnibus (Ford Foundation) 26
The Oprah Winfrey Show 77
 Orman, Suze 147–8
 Osborne, David 20
 Ownership Society 171, 178
 and *Home Edition* 44–7

- parenting skills, and nanny programs 93–8
- participation, technologies of 208–13
- pastoralism 10–11
- Peiss, Kathy 119
- penal policies 67
- Pennington, Ty 55
- Perfect Disasters* 158
- personal responsibility 2, 21, 24
 and *The Apprentice* 191
 and charity TV 48, 58, 60, 62
 and life interventions 68–9, 74
 and nanny programs 94, 97
 and the Sears American Dream campaign 46
- Peters, Tom 104–5
- Pimp My Ride* 61
- Points of Light Foundation 41, 42, 55
- poker, TV 150
- policing
 and public safety 136–7
 and TV programs 218
- political economy, and liberalism 11–12
- political process, democracy and reality TV 213–23
- political rationality, and charity TV 44
- postfeminism, and makeover TV 112, 119–20
- power, Foucaultian view of 9, 10
- presidential elections (US) 213, 216–17, 220–1
- Presidential Program on Physical Fitness and Sport 91
- President's Challenge 91
- privatization 2, 19, 24, 67
 and charity TV 32
 and life interventions 74, 91
 mobile 159
 and the Sears American Dream campaign 46
 of welfare 12, 36–8
- profiling, and risk management 153
- Project Runway* 127, 131
- public broadcasting 184–5
- public health and safety 135–7
- public interest
 and charity TV 34–5, 41
 and US broadcasting policy 25
- public–private partnerships 19, 20, 22, 28, 41
- democracy and viewer participation 204, 215, 221
- and security issues and risk management 138, 139–40, 157, 166
- public safety 136–7
- public sector 6, 59, 103
- public service
 and life interventions 76–7
 and US broadcasting policy 26, 27
- Queen for a Day* 33
- Queer Eye for the Straight Guy* 121–3
- QVC (shopping channel) 147
- race, *Black/White* and group governance games 194, 196–8
- Random One* 61–2
- Reagan, Ronald 19–20, 34, 92, 216
- Real Housewives of Orange County* 198, 202
- The Real World* 184, 191–3, 194
- Red Cross 139
- reinvention of government 2, 4, 6, 12, 18–24
 and constitutions of citizenship 172–3
 democracy and viewer participation 209, 211, 215, 223

- and group governance games
 - 190, 199, 201
- and life interventions 88
- and security and risk management
 - 134–5, 140–1
- reinvention of television 2, 24–31
- remote-control devices 209, 210
- Ridge, Tom 168
- risk management
 - and care of the self 151–8
 - financial risk 141–51
 - and liberalism 135–41
- risk society 135
- risk-taking, programs on the
 - pleasures of 155–6
- Road Rules* 169, 184, 191, 192–3
- Robertson, Pat 185, 207, 210
- Rock the Vote campaign 216–17, 221
- Rose, Nikolas 11, 13, 18, 19, 41, 138
 - on control and risk management 138, 140
 - on cultural technologies 67
 - on healthy lifestyles 91
 - on home ownership 46
 - on “lifestyle maximization” 69, 72
 - on the paradox of liberalism 72
 - on welfare reform 35, 36, 44
- Ross, Andrew 131
- Safer America 165
- satellite television 28–30, 161, 162–3, 210
- school funding, and charity TV 58–9
- Schramm, Wilbur 26
- Schumer, Charles 219
- Seacrest, Ryan 213
- Sears American Dream Campaign
 - 45–7, 54, 55
- security issues 7–8, 134–69
 - home security make-overs 134, 158–65
 - and liberalism 135–41
 - private and personal security 165–9
 - see also* risk management
- self-actualization 3, 29–30, 31, 213, 224
 - and group governance games 191, 196
- self-care *see* care of the self
- self-empowerment 7, 21, 39
 - empowering “unruly” individuals 66–73
 - and life interventions 73–86
 - and makeover TV 104, 106, 110
 - and nanny programs 98
 - women and risk management 156
- self-esteem
 - and life interventions 75–6, 83
 - and makeover TV 103
- self-fashioning 101–18
- self-help 3, 6, 30–1, 85
- self-management 31, 78
- Sennett, Richard 107–8, 127–9
- service sector work, and makeover TV 107, 120
- Sesame Street* 184–5
- Sheindlin, Judith, and *Judge Judy* 74–7
- Slater, Don 114
- “smart” technology, and home security 160–2, 164–5
- Smith, Paul 131
- Smith, Shanna 179–80
- social welfare, and “reinventing” government 19, 22–3
- social work
 - and life interventions 64–6, 71, 72, 89–90, 91–2
 - and nanny programs 94

- Soviet Union 19, 25
Spying on Myself 154–5
 Stallone, Sylvester 193
Starting Over 6, 81–6, 103
 the State, and life interventions
 66–7, 86–7
 Stern, Howard 222
 stock market 141, 144
Storm Stories 157
 Streeter, Thomas 38
Strike it Rich 33
Supernanny 3, 6, 64, 93–8, 170,
 171, 174
 surveillance 39, 138
 and care of the self 152–5
 and home security 164–5
 and makeover TV 111–12
Survival of the Prettiest (Etcoff) 107
 survival programs 158, 169, 185–7
Survivor 158, 169, 185–7, 188, 189,
 190, 196
Survivorman 158, 169
The Suze Orman Show 147–8
The Swan 101, 120, 123–4
- talent searches 127–33
 teamwork skills
 and survival programs 185–7
 and talent/job searches 129, 131
techne, TV as 14
 “techniques of the self” 75, 78–81,
 82, 84
 “technology of the self” 15, 115,
 173
 telephones, and TV viewer
 participation 210
Ten Years Younger 101, 108–10
 terrorism 8, 135, 165–6, 168
Terrorism in the Hands of Justice 219
Three Wishes 33, 56–61
Todd TV 1–2, 4–5, 16, 211–12,
 221
- Too Posh to Wash* 93
Top Chef 193, 196
Total Request Live 217
Town Haul 198–202
Trading Spaces 199
 Truman, Harry 23
 Trump, Donald 129, 130, 147, 149,
 150, 187–90, 215
TV Guide 212
- Vanzant, Iyanla 83
 viewer participation
 citizenship and democracy 203–4,
 208–13
 and life interventions 65–6
 and makeover TV 116–17
 and the political process 213–23
Viva la Bam 155, 220
 volunteerism 21, 24, 37
 and charity TV 44, 48, 55–6
 Volunteers for Prosperity 21
- Walkerline, Valerie 100, 120, 123,
 124, 126
 War on Poverty 36
 Waterson, Sam 144–5
 Watson, Mary Ann 65
 Weather Channel 156–8, 165, 218
 Web-based technologies 31
 and viewer participation 210–11,
 212–13
Welcome to the Neighborhood 8,
 175–84, 185, 188, 198, 201,
 202
- welfare reform
 and charity TV 33, 35–8, 44
 and *Home Edition* 50–3, 54–5
 and life interventions 64, 67, 73,
 74, 75, 79, 91
 and nanny programs 95
 Welfare State 6, 11, 12, 35–6, 50
 and life interventions 64–5, 77

- welfare-to-work policies 6, 20–1, 67
 - and life interventions 76–7
 - and makeover TV 103, 110
- What Not to Wear* 7, 99–101, 110–18
- What Should You Do?* 156
- Who Wants to be a Millionaire?* 150
- Wife Swap* 92, 149, 175, 194–6, 197
- Williams, Raymond 158–9, 207
- women
 - and the feminization of work 118–20
 - and finance-TV 147–9
 - and household constitutions 195–6
 - and life interventions 75, 76, 77, 92–3
 - and makeover TV 99, 101, 106, 115–16, 123–4
 - and nanny programs 96
 - and risk management programs 156
 - and US presidential elections 217
- work
 - feminization of 118–27
 - and makeover TV 99–100, 103–5, 107–8, 113–14
 - talent/job searches 127–33
- work ethic 77, 97, 118
- Worlds Apart* 169
- World Trade Center collapse 141
- X-Files* 153
- Your Home: Make it Safe* 159
- YouTube* 212–13, 223

