



They'll Never Put That on the Air: The New Age of TV Comedy

Allan Neuwirth

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In the 1950s, Lucille Ball couldn't even say the word “pregnant” on TV. But by the 1990s, Carrie Bradshaw and her posse could say everything there is to say about sex—and demonstrate most of it. How have broadcast standards changed from the dawn of television till today? Through interviews with the creators of landmark shows, author Allan Neuwirth traces that history, revealing how the upheaval of the 1960s led to edgier fare such as *The Smothers Brothers Comedy Hour*; how counterculture baby boomers made *Saturday Night Live*-style satire possible; how stand-up comedians changed the sitcom landscape; how UPN and the WB raised eyebrows with comedies aimed at minorities; and much more. In this age of FCC crackdowns, *They'll Never Put That on the Air* is as timely as it is entertaining and informative. • Firsthand accounts of life in the TV trenches from producers and writers • Handy “genealogy chart” traces TV comedy from the 1950s to today • Insider author is an award-winning producer, director, and writer of TV comedy

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