

Welcome to US History Talks

Talk 50: The “Celebrity Decade”:



US Society and Culture during the 1990's

Module 6: Master of the World

| Talk | Title | Time Period | Date of Talk |
|------|---|-------------|---|
| 44 | The Reagan Revolution | 1981-1988 | October 20  |
| 45 | Reagan and the world | 1981-1998 | November 3rd  |
| 46 | Master of the World | 1998-1992 | November 17th  |
| 47 | US culture and society 1980's: "Me Decade" | 1980-1992 | December 1  |
| 48 | The Presidency of the Clintons | 1992-1998 | December 15th  |
| 49 | Pax Americana: US and the 1990's World | 1993-2001 | January 19  |
| 50 | US Culture and society 1990's: "Celebrity Decade" | 1981-2001 | February 2nd  |

Talk 50: The “Celebrity Decade”

- US demographic change 1990s
- Cars, Films, clothes and goods
- Internet and the internet bubble
- Entertainment and Business celebrities
- The OJ Simpson case
- Summary



US demographics 1990-2000

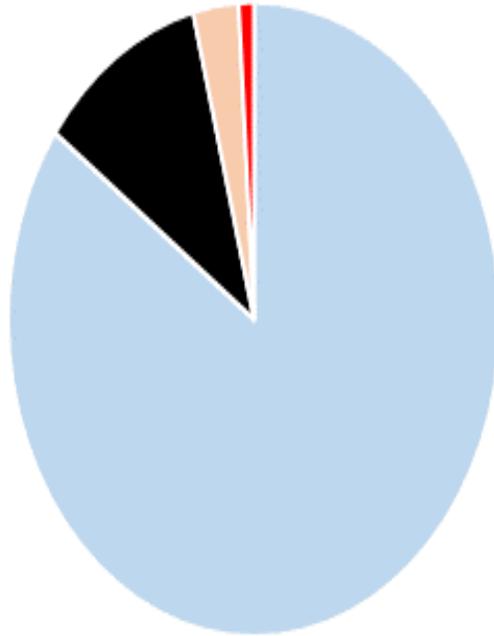
USA 2000 population increasing rapidly & more diverse

Since 1960....White population from 85% to 69%

...Hispanics from 3% to 13% population

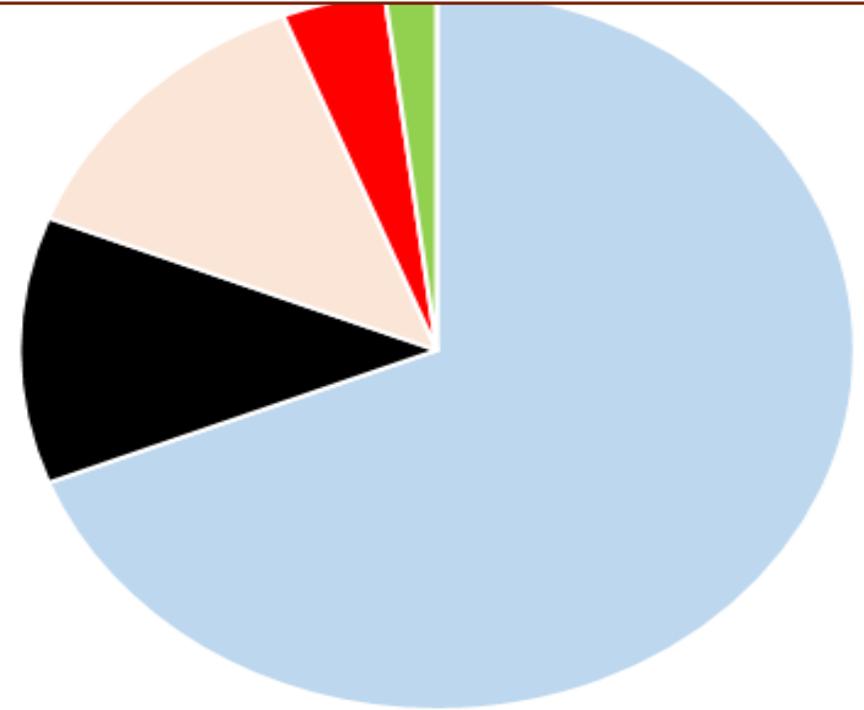
....Asian from 1% to 4%... "Mixed Race" ...0% to 2%

Population 1960 180 million



■ white ■ black ■ hispanic ■ asian ■ other

Population 2000: 281 million



■ white ■ black ■ hispanic ■ asian ■ other

Rising population, increasingly diverse

| | Population@ end decade | Net immigration | % US foreign born | Notes |
|-----------|---------------------------|--------------------|----------------------|--|
| 1960-1970 | 203m +13% | 2.4 million | 5% | Low level due to race profiling,.....Cuban exodus |
| 1970-1980 | 226m +11% | 3.2 million | 6% | End race profiling 1965 Vietnam/ Cuba |
| 1980-1990 | 248m +10% | 5.1 million | 8% | Mexico/ Central AmericaUS West Coast/ South Philippines ...health care |
| 1990-2000 | 281m +13% | 6.7 million | 11% | As above plus increased Indian & Chinese economic migrants |

...similar trend in UK ...foreign born 13% b y 2000

...UK and US at 15% population foreign born 2024

Accelerating de-industrialisation

| | 1970 | 1980 | 1990 | 2000 |
|-------------|------|------|------|------|
| Agriculture | 4% | 3% | 2% | 1% |
| Industry | 45% | 42% | 41% | 35% |
| Services | 52% | 55% | 57% | 64% |

Industrial jobs transfer either to Mexico due to NAFTA...or China

Rise in Health Care & Financial Services as % GDP

| | 1970 | 1980 | 1990 | 2000 |
|--------------------|------|------|------|------|
| Government | 33% | 35% | 35% | 33% |
| Military | 8% | 5% | 6% | 3% |
| Health Care | 7% | 9% | 12% | 14% |
| Financial Services | 3% | 5% | 6% | 8% |

Military run down as Cold and Gulf War ends

Health Care costs: aging population, increase in “for profit” hospitals

Financial Services....rise in stock market and debt industry

The feel good decade

.....Rising incomes for most offsets rising inequality

| | 1970 | 1980 | 1990 | 2000 |
|-------------------------|----------|----------|----------|----------|
| % Wealth owned by 1% | 30% | 31% | 36% | 38% |
| Median Wealth (nominal) | \$38,000 | \$50,000 | \$47,000 | \$88,000 |

Booming stock market (3x value 1990)..particularly internet stocks boosts wealth

Inequality increase by tax cuts on wealthy (Reagan) and welfare restrictions (Clinton)

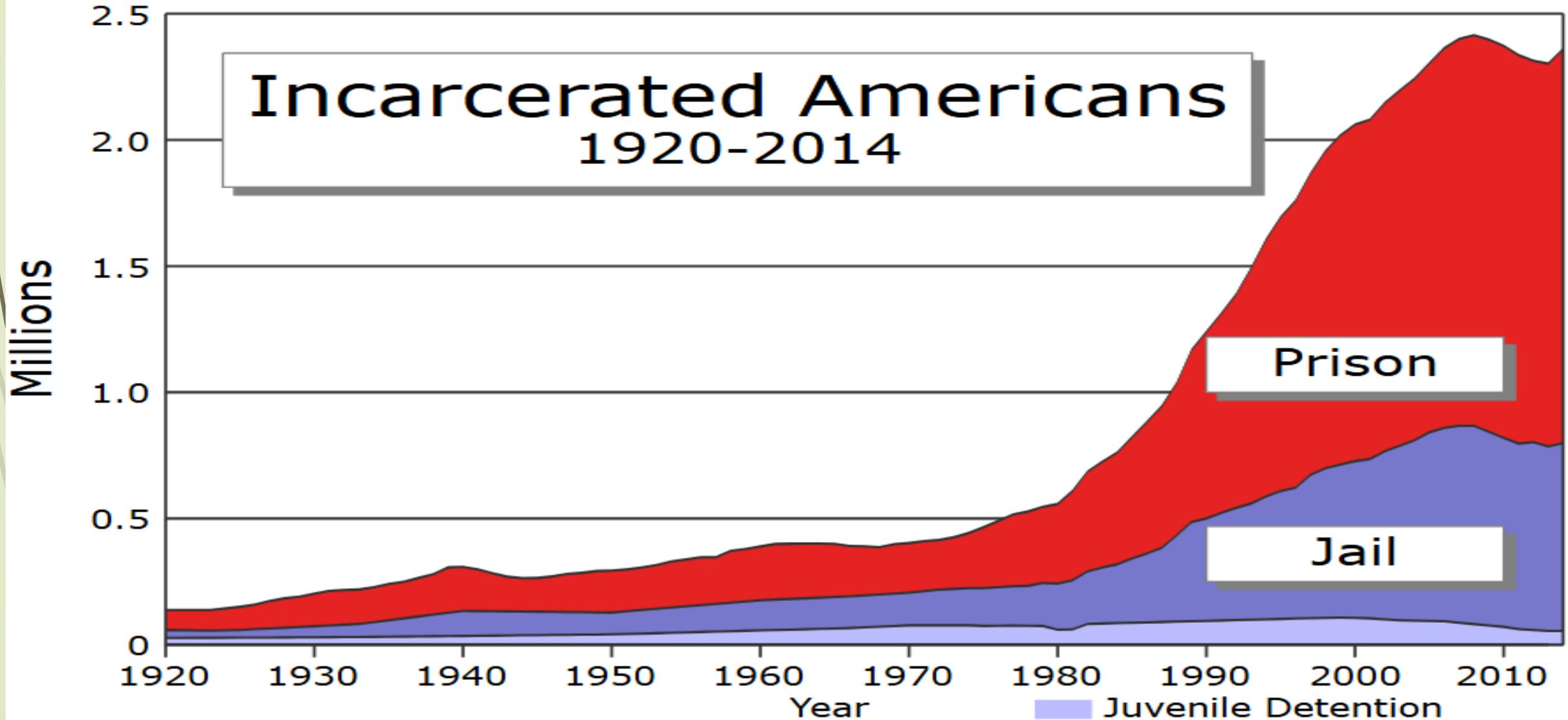
Declining industrial jobs offset by financial service and health care jobs

Rising inequality accompanied by dramatic reduction in crime!

Crime Reduction in USA 1990s

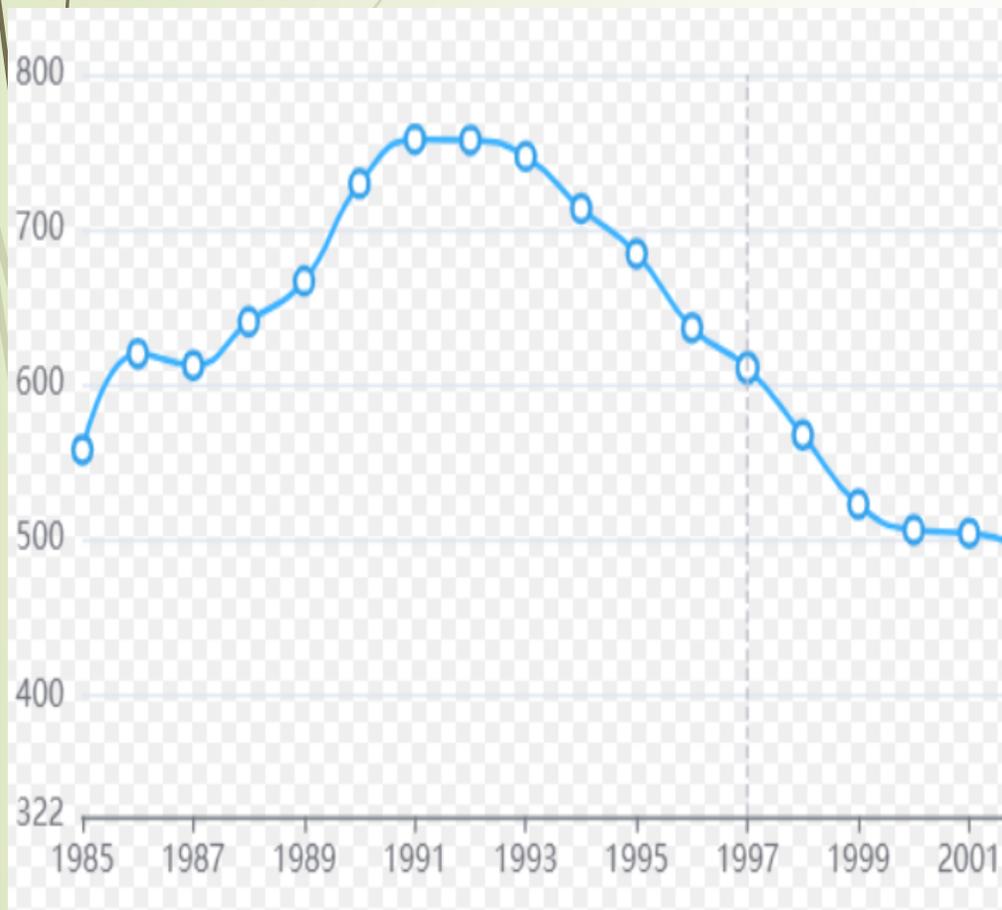
- More than tripling of incarceration **rate** (200/100,000 1970, 700 by 2000)
- Aging population....baby boomers now middle aged
- End of Crack Cocaine epidemic
- Smarter policing....target high incident perpetrators
- Judicial reforms
 - “Three strike” policies many states...life sentences minor crimes
 - Longer sentences

Prison population soars to 2 million plus ...incarceration rate triples

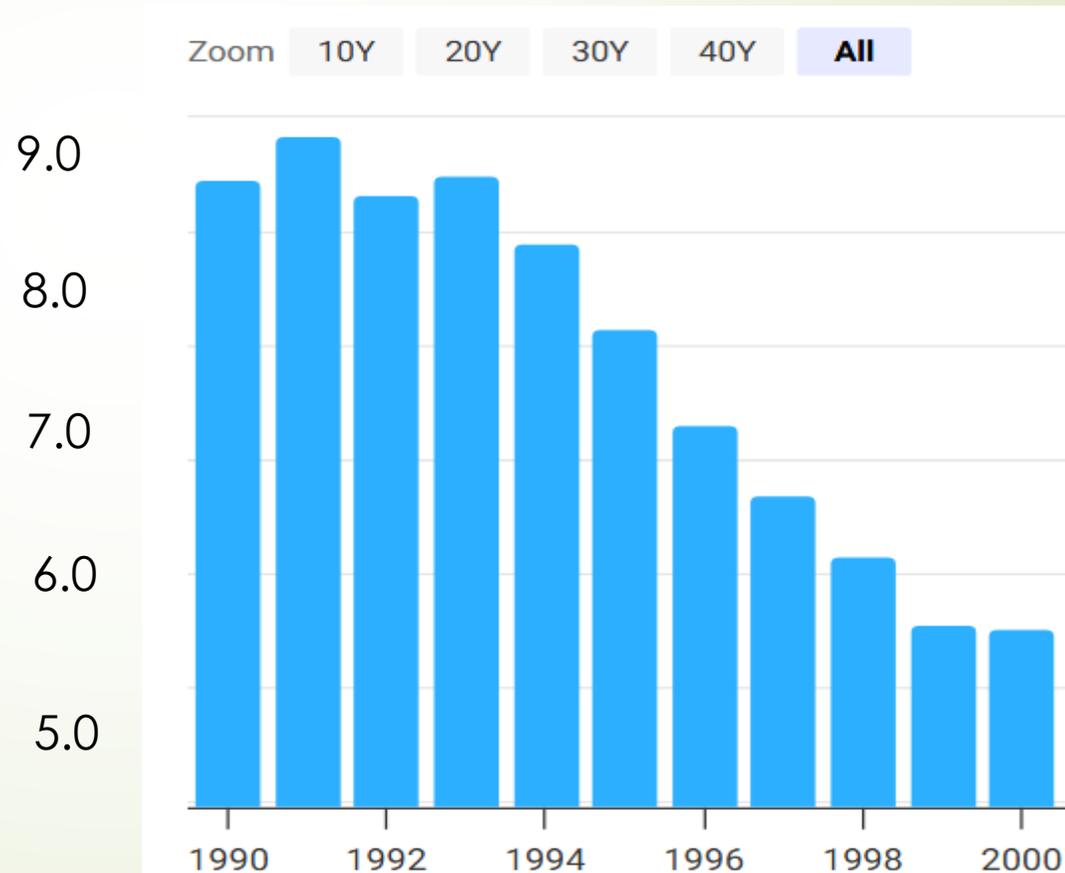


Dramatic decline in violent crime

Violent crime/ 100,000 people



Homicides per 100,000 people (UK 1.1)



US "top incarcerator"

190 (1970) to 614 per 100,000 2000 (Japan 31, UK 124)



A more tolerant, peaceful, less well armed and trusting society emerging

| | 1980 | 2000 |
|-------------------------------|----------|----------|
| Median net worth | \$75,000 | \$85,000 |
| Self described as Christian | 90% | 80% |
| Regular User of narcotics | 14% | 6% |
| Household with gun | 52% | 38% |
| Trust gov to do "right thing" | 28% | 43% |
| Inter racial dating okay | 36% | 75% |



US demographic changes 1990s

- Increasingly diverse and tolerant population
- Greater trust in government...despite Clinton's impeachment
- Accelerating rise in services & decline in industry
- Dramatic decrease in crime , increase in prison population....
- No major war or threat to US anywhere.....



Cars, Films, clothes and consumables



Cars

US Auto market 1990's

- Changes vs 1980
 - From box to aerodynamic shape
 - Increase technology & safety features
 - Rise of the SUVfalling petrol prices, increase confidence
- “Golden Age” of Japanese brands share of US market / shift to US assembly
 - 1970: 1% US auto market (0% assembled in USA),
 - 2000: 30% US market (65% assembled in USA)

Japanese cars: reliability, style, technology and economy ...Toyota Supra

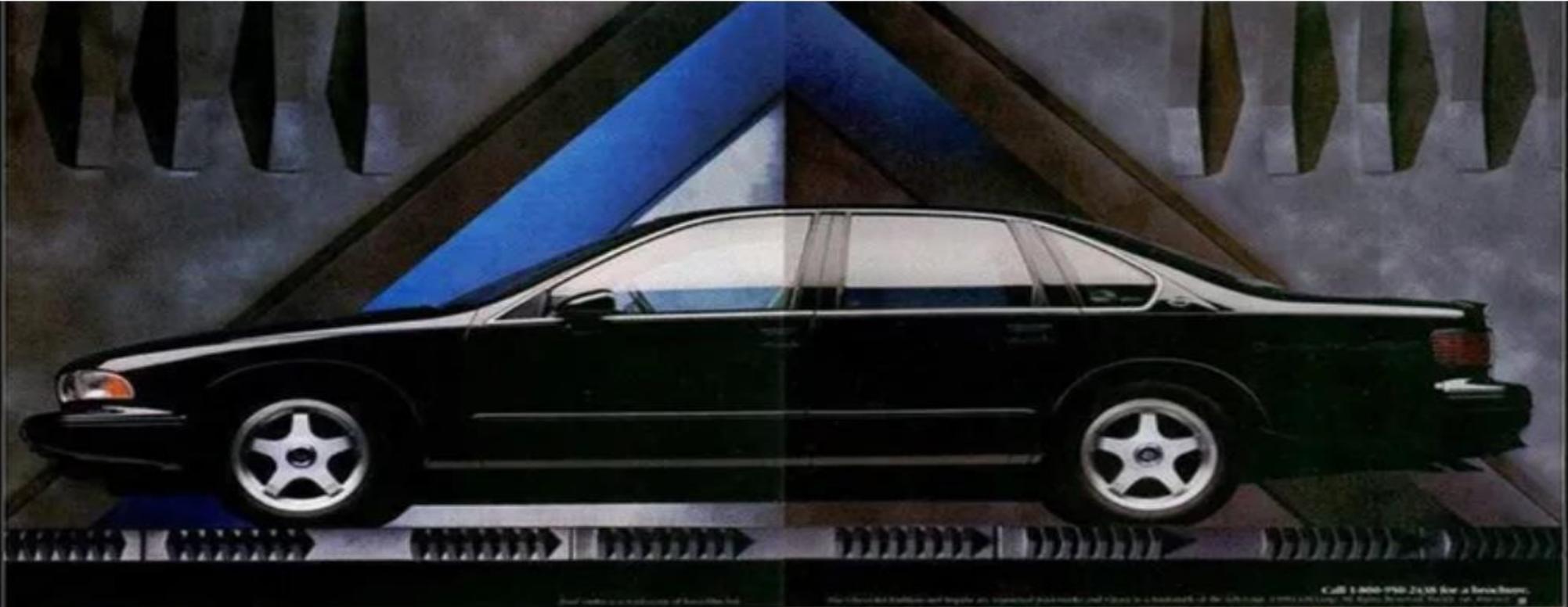


Mazda RX-7



US Automobiles...celebrity, looks, power

1994 Chevrolet Impala SS: Lord Vader, Your Car is Ready



"Lord Vader, your car is ready."

Introducing the new Impala SS.

Maybe it's the impulsive rumble of the specially tuned 260-HP LT1 engine. Or the totally indiscreet 17-inch BF Goodrich® Comp T/A's® on custom-designed 5-spoke aluminum wheels. Or the conspicuous lack of chrome. Or the fact that you have just three color choices: black, black or black.

Whatever it is about the new Impala SS, before you even think about buying one, we feel we owe you a few friendly words of advice: this is not a car for those who prefer to arrive unnoticed.

Are you sure you can live with that?

 Chevy Impala SS

Ford Mustang

GO AHEAD,
MAKE YOUR DAY.



FORD MUSTANG
GT

This is no ordinary invitation. Think of it as a challenge—but just to enter a truly powerful machine—but to take on a road you've never driven before. The one dominated by the 1993 Ford Mustang GT.

POWERFUL ENGINEERING.

Its forged steel and impressive power will turn every street into a stage set for performance. The 5.0L high output sequential electronic fuel-injected V-8 and special handling suspension

components give all aspects of driving a shot of real excitement. **GET IN.**

From controls you can identify by touch to tightly positioned brake and accelerator pedals—*the center release and the*

downshifting), the Mustang GT gives you all you need for high performance.

The 1993 Mustang GT. If you want a pure driving experience, go ahead. Your day is made.

HAVE YOU DRIVEN
A FORD LATELY?



GM Saturn...the noble experiment that failed

“...I’ve got to give my customers the best quality car for the money. Regardless of where it comes from. This one happens to come from Spring Hill, Tennessee....”



THE NEW SATURN SL looks good on its own, but even better parked next to a Honda Civic DX. Here's why: the Saturn sedan has a longer wheelbase (102.4" vs. 98.4"), more interior space (88.5 cubic feet vs. 76), a larger engine (1.9 liters vs. 1.5) and bigger tires (14" vs. 13"). Plus, only the Saturn SL has the standard four-speaker AM/FM stereo, the dent-resistant bodyside panels, the stainless steel exhaust system and the lower base price—\$7,995 vs. \$9,490 M.S.R.P.*



SUVs gain in popularity as petrol costs decline
...and economy continuously improves

“I have nothing against station wagons. My mom used to drive one.”



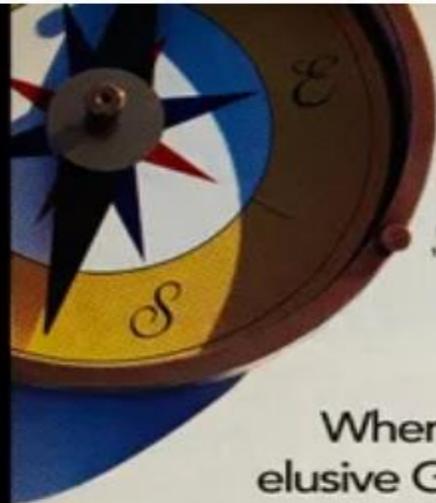
The sedate practicality of a station wagon is easier for someone, but that someone isn't you. For you there's a more expansive practicality: in a vehicle that seats you comfortably above the hosts of sedan drivers and, with the push of a button, shifts into 4WD to release you from the bounds of the road. A trim, agile vehicle, in which track power and strength, leather-trimmed seating, 4-wheel anti-lock brakes and advanced Softride suspension are seamlessly blended, presenting a confident view of the world that can only be brought to you by a truck company. It's called the Jimmy SLT, from GMC Truck. For more details, give us a call at 1-800-GMC-TRUCK (1-800-452-4782). It will not only expand your options in life, but your horizons as well.



THE STRENGTH OF EXPERIENCE

The Japanese respond

1998 Mitsubishi Montero: Getting Coffee



Pick a direction. Any direction. And go. Chances are, the Montero has already been there, since this model is sold in over 170 countries. Better yet, specially race-prepared versions of the Montero won the first three positions at last year's Dakar Rally across Africa, a grueling ground known as the toughest off-road race in the world.

When tracking down the elusive Grandé Nonfat Latte, you don't want anything to get in your way.

In a remote location somewhere in Arizona, Bonnie and Phil Goldberg are looking for a new hiking trail. It's a good thing they took their Montero because this place doesn't show up on the map. And we're sure they'll want to come back.



The ability to adapt to Mother Nature is a valuable talent. That's why the Montero comes with Active Trac 4WD.[™] This unique system provides you with the luxury of four different drive modes to maximize power, traction and efficiency in a variety of terrains.



It has available leather trim. And the Montero can accommodate up to seven people. That's enough room for a small tribe.



Whether it's manhandling rough terrain or stomping through the city, a Mitsubishi Montero will get you where you're going. And back again. Because this is one luxury sport utility that has proven itself all around the world. If you're interested in more information on the Montero and the incredible places it can take you, call us at 1-800-854-8855. Or come visit our web site at www.mitsubishi.com



.....as do the British

1999 Land Rover Discovery Series II: Feel It



Where you'll feel the new Land Rover's technological innovations.

Introducing the most technologically advanced Land Rover ever.

It's a vehicle you'll appreciate from top to bottom.

That's because virtually every feature, function, and system in the new Discovery Series II has been reimagined, redesigned, and revolutionized with technological innovations

unavailable in any other SUV.

Thanks to some 13,500 new parts, in fact, it's the most impressive 4x4 not only in places like Death Valley but also in places like Silicon Valley.

For example, it's the first four-wheel-drive vehicle with active cornering enhancement. A feature that uses computer software and an advanced hydraulic system to

automatically assist in ratcheting body lean. Creating a carlike ride. Not to mention plenty of work for the paint shop.

And if the weather goes from bad to worse to horrendous, you and your family won't mind. The new Discovery comes with four-wheel electronic traction control, permanent four-wheel drive, and all-terrain ATIS.

In addition, since you never know when you'll have to stop—we didn't stop. We've also added electronic brake force distribution. A system that continuously balances front and rear braking for increased driver control in any conditions.

On top of that, we've made the new Discovery even bigger, with such comforts as ergonomically designed

seats, three-point height-adjustable safety belts for everyone, and forward-



DISCOVERY SERIES II 3.0LISD®



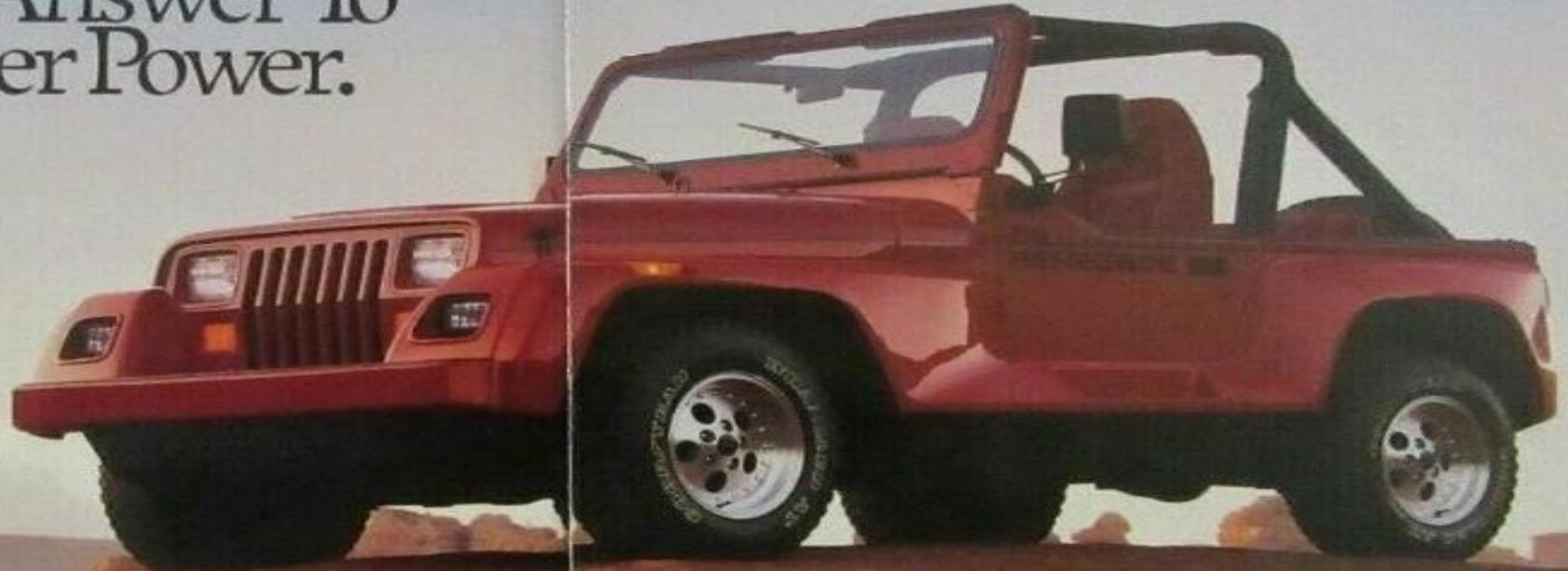
facing rear seats. You'll appreciate the things that haven't changed much, too. Like the rugged 14-gauge steel chassis, the side impact beams, the dual airbags, and the starting price of \$34,150*. So call 1-800-FINE 4WD to experience all this firsthand.

After all, when it comes to creating an all-new Land Rover, we've been over backward.

Always use your seatbelts. ABS/ESC/ESP does not provide sufficient protection.

The ultimate 'off roader' Jeep Wrangler ...to the mall and back

Now All 4x4s
Have To Answer To
A Higher Power.



The New Jeep Wrangler Renegade. The Most Powerful Jeep 4x4 Ever Made.

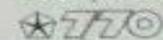
It wouldn't be an exaggeration to call Renegade the ultimate 4x4.

With its 180 horsepower high-output 6-cylinder engine

and shift-on-the-fly four-wheel drive, it can do just about anything.

And it's backed by Chrysler's exclusive 7/70 Protection Plan.* For further information, or how to buy or lease one, call

1-800-JEEP-EAGLE.



Or take one for a test drive. And take the ultimate power trip.

There's Only One Jeep.
Advantage: Chrysler



Movies



Movies in the 1990s

- Tone: darker, introspective, uncertain, morally ambiguous
 - Themes: more complex, questioning authority, social disillusionment
 - Characters: more vulnerable, broken, less macho, diverse
 - Style: special effects, grittier, less flashy colours
- 

Ultimate ambiguous and dark



Ambiguous, broken character



Titanic

NOTHING ON EARTH
COULD COME BETWEEN THEM.

LEONARDO DiCAPRIO KATE WINSLET

A JAMES CAMERON FILM

TITANIC

PARAMOUNT-PICTURES AND TWENTIETH CENTURY FOX PRESENT A LIGHTSTORM ENTERTAINMENT PRODUCTION A JAMES CAMERON FILM "TITANIC" LEONARDO DiCAPRIO KATE WINSLET BILLY ZANE
KATHY BATES FRANCES FISHER BERNARD HILL JONATHAN HYDE DANNY NUCCI DAVID WARNER AND BILL PAXTON MUSIC BY JAMES HORNER COSTUME DESIGNER DEBORAH L. SCOTT MUSIC SUPERVISOR RANDY GERSTON
EXECUTIVE PRODUCERS AL GIBBINGS GRANT HILL SHARON MANN FILM EDITORS CONRAD BUFF, A.C.E. JAMES CAMERON RICHARD A. HARRIS PRODUCTION DESIGNER PETER LAMONT DIRECTOR OF PHOTOGRAPHY RUSSELL CARPENTER, A.S.C. SPECIAL VISUAL EFFECTS BY DIGITAL DOMAIN
EXECUTIVE PRODUCER RAE SANCHINI PRODUCED BY JAMES CAMERON AND JON LANDAU WRITTEN AND DIRECTED BY JAMES CAMERON
Featuring "My Heart Will Go On" Performed by Celine Dion Soundtrack Available on SONY CLASSICAL titanicmovie.com

Reality itself questioned



Special effects extravaganza





Clothing & looks

Women's' fashion 1990s

- Minimalism early 1990s: slip dresses, Neutral colours...less embellishment
- Grunge look mid-late 1990s: Flannel shirts, Ripped. Loose jeans..layered thrift look
- Late 1990s..."Girl Power" (Brittany Spears, Spice Girls): shiny fabrics. Tube tops, low rise jeans
- Casual 24/7 look: rounded shoulders, Denim jackets, sneakers everyday wear/
Platform shoes

The 1990's look





gettyimages
Credit: Phamai Techaphan

Kate Moss



Casualness commoditised



gettyimages®
Credit: Tatiana Maksimova



gettyimages®
Credit: Jena Ardell



gettyimages®
Credit: Vinnie Zuffante

The ultimate 1990's celebrity

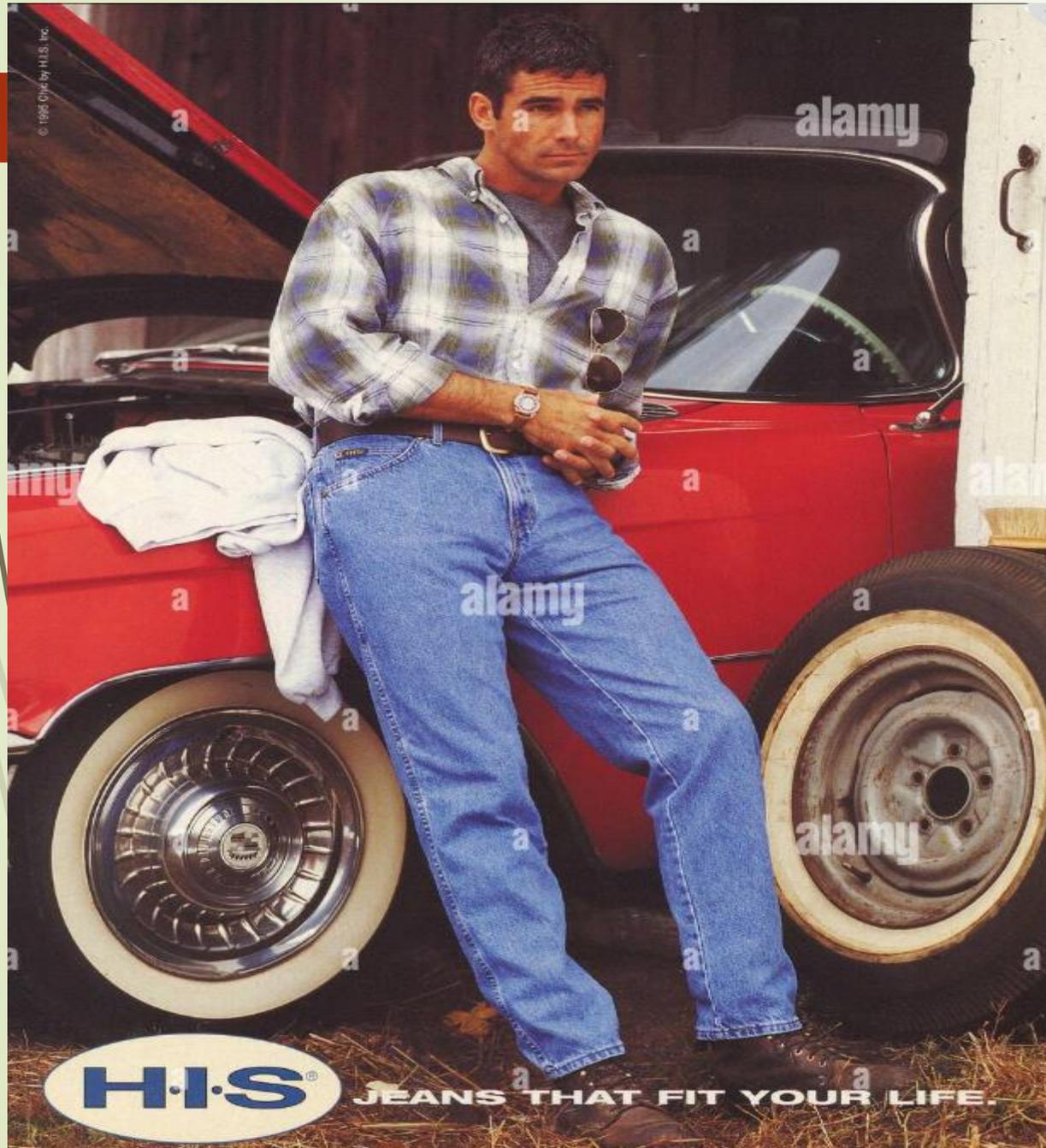


76200225

Men's fashions 1990's

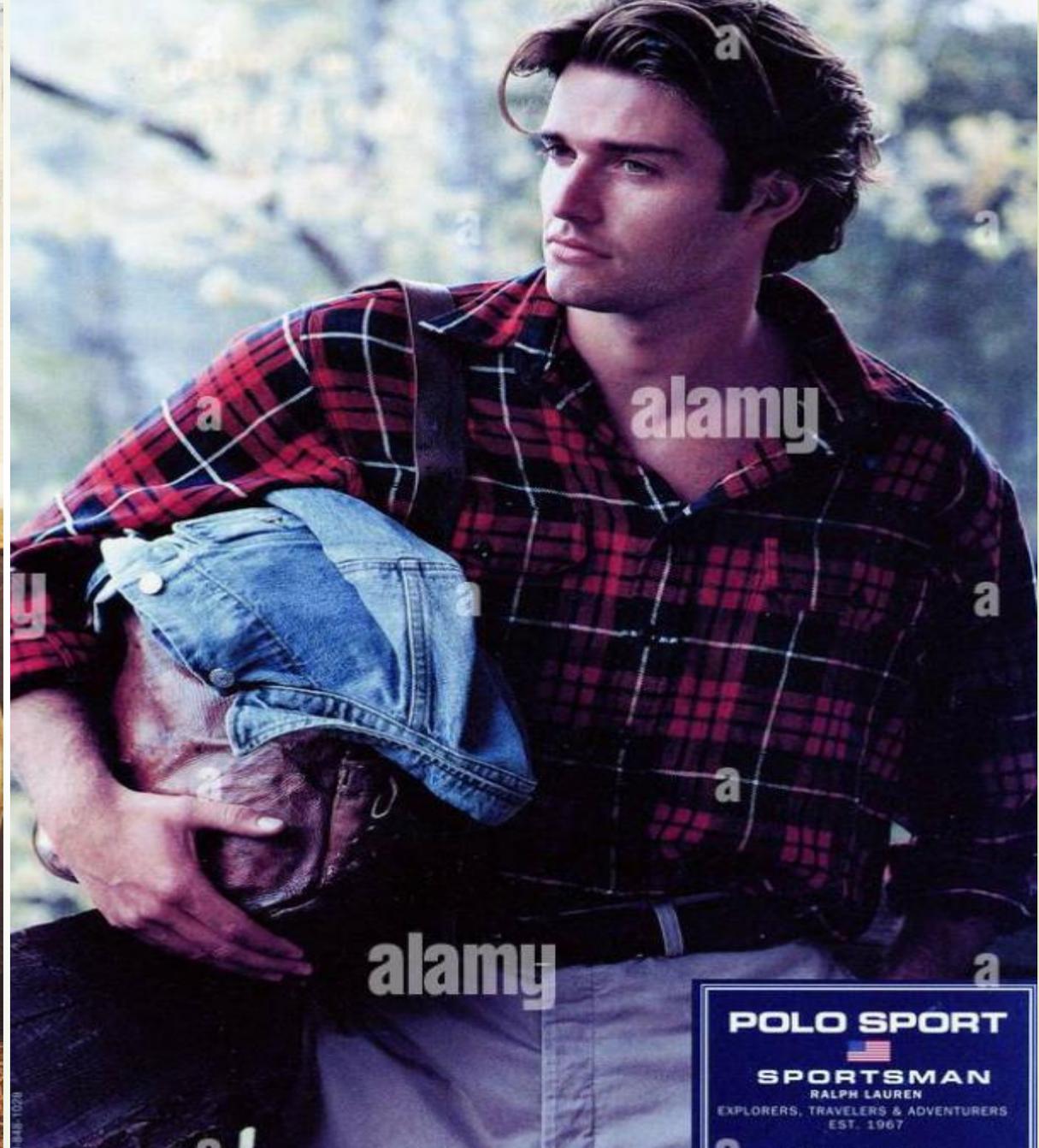
- ▶ Early 1990': Anti flash...more relaxed, looser, simpler clothing
 - ▶ Relaxed fit jeans, plain shirts...Ralph Lauren
 - ▶ Leather bomber jacket, minimal branding, arrival of "sneakers"
- ▶ Mid 1990's: Grunge and "clean casual"
 - ▶ Khakis, chinos...The "Gap", "Calvin Klein"
 - ▶ Oxford button down shirts, neutral tones..minimal advertising
- ▶ Late 1990's...return to flashier styles...use of "Logos"
 - ▶ "Hip Hop"...baggy trousers, hoodies. Track suits, baseball caps, sneakers
 - ▶ Ties starting to disappear, end of "power suit"... "casual Friday's"

© 1998 Cyle by H.I.S. Inc.

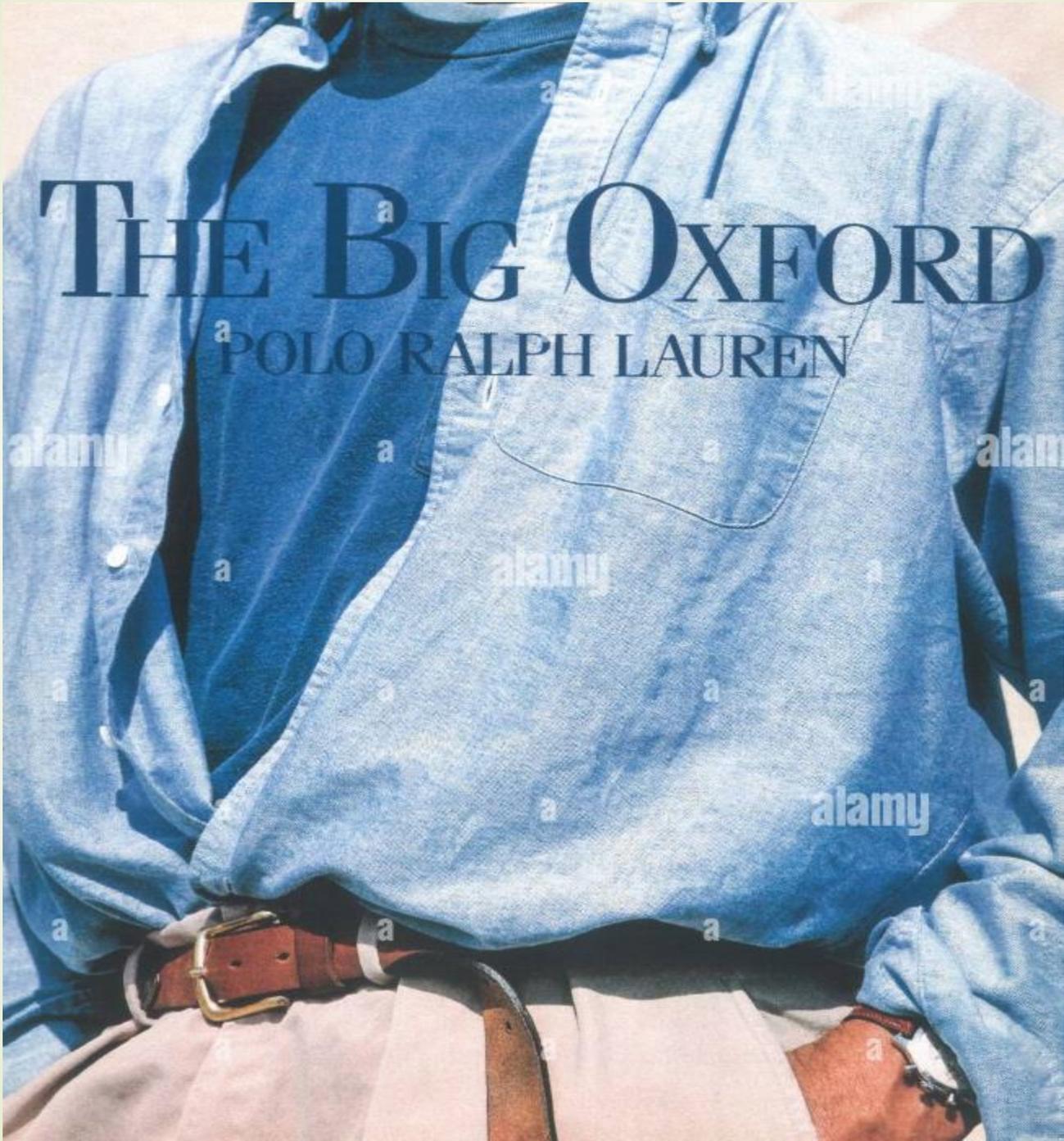


H.I.S.

JEANS THAT FIT YOUR LIFE.



POLO SPORT
SPORTSMAN
RALPH LAUREN
EXPLORERS, TRAVELERS & ADVENTURERS
EST. 1967
REG. U.S. PAT. OFF.



THE BIG OXFORD

POLO RALPH LAUREN



gettyimages®
Credit: Comstock

78455102



Youth culture 1990s





Consumer goods

The digital age begins

....shift from buying things to systems

Top 5 most commonly purchased items

| | 1980s | 1990s |
|---|------------------|---------------------------------|
| 1 | Automobiles | Personal computers |
| 2 | Televisions | Automobiles |
| 3 | Video recorders | Mobile phones |
| 4 | Personal stereos | Video Game consoles |
| 5 | Home appliances | Television (flat. Home screens) |

New technology made universal

.....communication instant, mobile, increasing rapidly

.....information “silos” emerging

US “New Technology Users millions

| | 1980 | 1990 | 2000 |
|---------------|------|------|------|
| Cable TV | 19 | 62 | 68 |
| Mobile Phones | zero | 5 | 109 |
| Internet | zero | 3 | 120 |

Subscriber channels

Rise of ‘Shock Radio’, Politics
Religion stations

30% population users by 2000

.....Expensive,

.....limited,

.....erratic service

Apple McIntosh

Multiple choice.
(Any answer is correct.)

style

Arts

Design

Fashion

Architecture

Luxury

Beauty

Video

*350MHz G3 processor,
64MB memory,
56K modem,**
6GB disk storage,
slot-loading CD-ROM
drive, Harman Kardon*



*dual USB ports,
10/100Mbps Ethernet.
Includes AppleWorks,
Internet Explorer,
3D games and more.
Color: Blueberry.*



iMac DV: \$1299. All the features of iMac, plus: 400MHz G3 processor, slot-loading DVD drive, 10GB disk storage, dual 400Mbps FireWire ports, iMovie video editing software. Colors: Tangerine, Strawberry, Blueberry, Grape, Lime.

Birth of computer gaming industry

FUTURE SHOCKS!
Amazing video game action hitting your screens soon!

C.J. - ELEPHANT FUGITIVE™
He's on the run! Join C.J., the elephant in this action-packed race through Europe and Africa as he busts out of the zoo and heads home!
COMING FEB '94



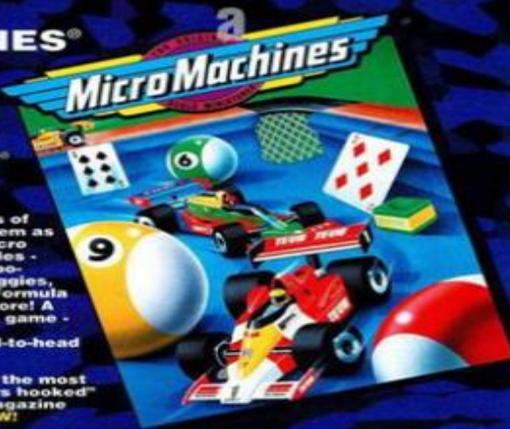
WORLD SOCCER '94™
All the action! All the players! Play World Soccer '94 and enter the very best arcade soccer challenge game for 1994!
COMING SOON!



MICRO MACHINES®



Micro Machines® Experience the wildest racing game ever created! 27 all-action tracks of miniature mayhem as you race the Micro Machines vehicles - loaded with turbo-power, Sand buggies, Turbo Wheels, Formula One cars and more! A smash-hit video game - it's the hottest two-player head-to-head challenge race ever devised! "Will keep even the most hardcore gamers hooked" VideoGames magazine
AVAILABLE NOW!



FANTASTIC DIZZY™



Fantastic Dizzy™ Dizzy is in full action in a huge arcade adventure! Explore the magical kingdom, Palm Tree beach, medieval towns, haunted graveyards, the troll palace and many more exciting and mysterious realms. Loads of great characters to interact with in this most excellent adventure of a life time! "In a league of its own, a unique cartoon adventure" EGM magazine
AVAILABLE NOW!



Codemasters

Reckon you can handle awesome action and the greatest mind-power? Prepare yourself to experience the explosive gameplay of Codemasters' video games! Total playability and great graphics! From the best in arcade racing to the wildest fantasy adventures to a completely cosmic experience! If you haven't got 'em - what are you playing at?

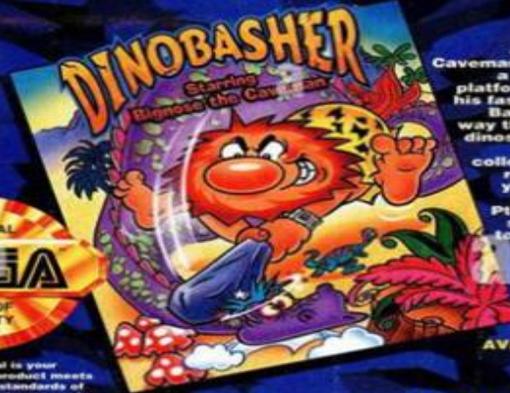
WHAT ARE YOU PLAYING AT?

PSYCHO PINBALL™
Here's Psycho, the silver-plated armadillo with one hell of an attitude, as he launches himself into the wildest selection of pinball tables ever created!
COMING SOON!

DREYFUSS SMARTVARK™
Kear TV's gone wild - the gremlins are loose and the show is out of control! Send in Dreyfuss to sort out the problems!
COMING SOON!



Cosmic Spacehead™ Outer-space in your face! Here's Cosmic - the first alien dasher - in a mad dash through the universe! Join him through 32 action areas and solve the wildest puzzles in the arcade adventure areas. Interact with the oddest bunch of characters in over 300 screens of bizarre and freaky locations! It's cosmically out of this world! "Brilliantly original, challenging and great fun - don't miss it!"
AVAILABLE NOW!



Dino Basher! Join Bignose the Caveman in Dino Basher! a mad, prehistoric platform race to catch his fast-moving dinner! Bash and club your way through hordes of dinosaurs across four huge islands, collecting bones and rocks to increase your strength and rock power! Pterodactyls, huge scorpions, saber-toothed tigers and more! Let's go slubbing! Great cartoon brilliant music and, most importantly, excellent fun!
AVAILABLE FEB '94



© The Codemasters Software Company Limited ("Codemasters") 1993. All rights reserved. Fantastic Dizzy, Cosmic Spacehead, Dino Basher, C.J., Elephant Fugitive, World Soccer '94, Psycho Pinball, Dreyfuss Smartvark are trademarks of Codemasters. Genesis, Game Gear, Sega and the Sega Seal of Quality are trademarks of Sega Enterprises Limited. Codemasters is using the trademarks pursuant to a license. M.E.S. is a trademark of Nintendo Company Limited. Codemasters is not affiliated or associated with Nintendo Company Limited in any way. "Filled The Fantastic Adventure of Dizzy, Micro Machines is a registered trademark of Lucasfilm Ltd. and its licensee, Codemasters is not affiliated with Lucasfilm Toys, Inc.

Codemasters

To grab a piece of Codemasters action contact your favorite retailer! Retailers contact CODEMASTERS, Ontario, Canada - Tel: (905) 771 9007

Computer becomes mobile

Get an Ericsson GC 25 for your laptop, and you can have your mobile phone all to yourself.

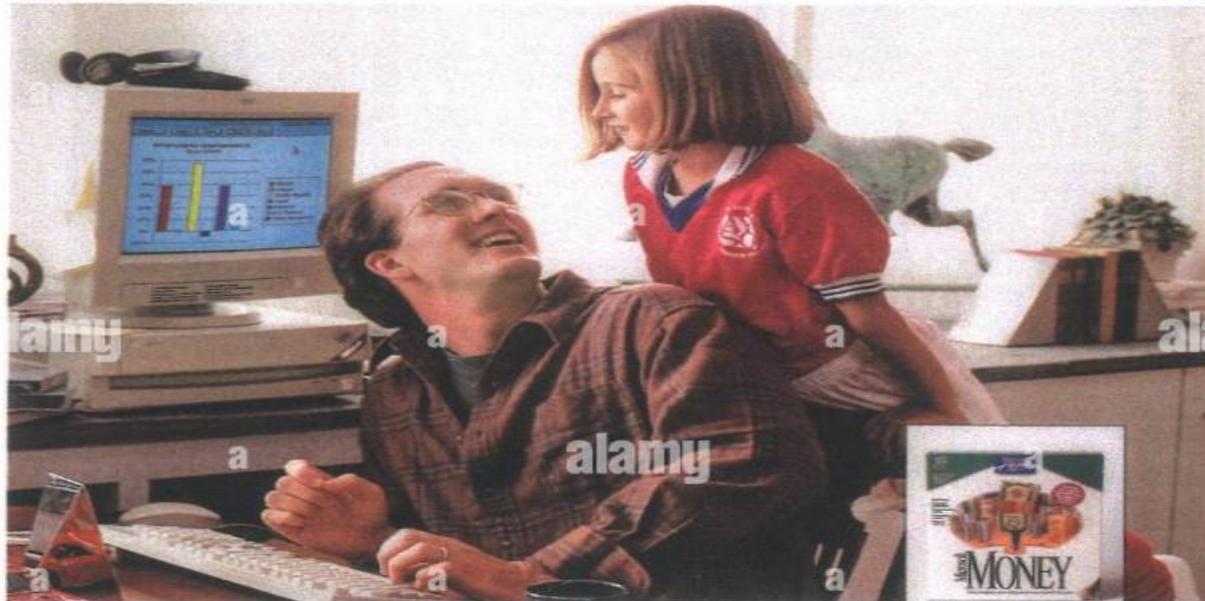


Introducing the new way to pick up your e-mails on the move.

With the new Ericsson GC 25 you can pick up e-mail, connect to local networks and visit the Internet directly from your laptop, wherever you are. No extra cables or modems. And best of all, you don't have to block your mobile phone. This little thing will provide your laptop with everything it needs to go mobile. It also comes with a headset, so you can make calls from your laptop, as if it were a mobile phone. So now that your computer can get by without a mobile phone, you don't have to.

Computerised banking and use of pcs for travel and other services begins

ME & MY MOUSE



Introducing Chase PC Banking™ with Microsoft®

 **CHASE** PC Banking puts you in complete control of your money—with Microsoft Money. If you have Windows,™ a mouse and a modem, you can access all your Chase accounts—any place, any time; right from your desktop or notebook PC.

At the click of your mouse, you'll be connected directly to your Chase accounts—ready to check your balances, pay bills electronically, transfer funds or review your recent transactions.

You can even talk to Chase by E-Mail, or access on-line stock quotes.

The service is guaranteed—if any payment you enter is not paid on time, Chase will pay the late fees or finance charges. Of course there's a PIN number to make sure that only you have access to your account.

With all your up-to-date transactions automatically stored in Money, you can create income, expense and tax reports, prepare

budgets and check your net worth.

Chase PC Banking with Microsoft Money is the first in a series of money management programs from Chase. So call Chase today to find out how you can begin to bank right from your own PC.

1 - 8 0 0 - C H A S E - 2 4
2 4 H O U R S A D A Y , 7 D A Y S A W E E K

CHASE MANHATTAN.
PROFIT FROM THE EXPERIENCE.

New portable smaller mobile phonesuse limited to making calls



Micro TAC II™ was the first cellular phone to break the eight ounce barrier. It's one of the smallest and lightest in the world. And very popular in Japan. Along with our pagers, semiconductors and trunked radio systems, our cellular phones have made quite a name for Motorola in a country known for excellence in electronics. That's because we've made perfection our ultimate goal. And we won't stop there. As we continue to improve our processes, our objective will always be to deliver higher performance products faster—and price them better, too. At Motorola, we're not just meeting the toughest quality standards in the world today; we're striving to set them.

WE COULDN'T BE MORE PLEASED TO SEE AMERICAN TECHNOLOGY IN JAPANESE HANDS.

MOTOROLA
Quality Means The World To Us.™



Dinner at eight. Roses and reservations through your network?

With new technology, you can offer a multitude of personalised services to your private customers. But do people use them because they need to? More likely they use them because they want to.

People want to stay in touch. They use whatever means are available. Like mobile phones, e-mail or the Internet, both voice and data. Sometimes they make contact from fixed locations, sometimes while on the move.

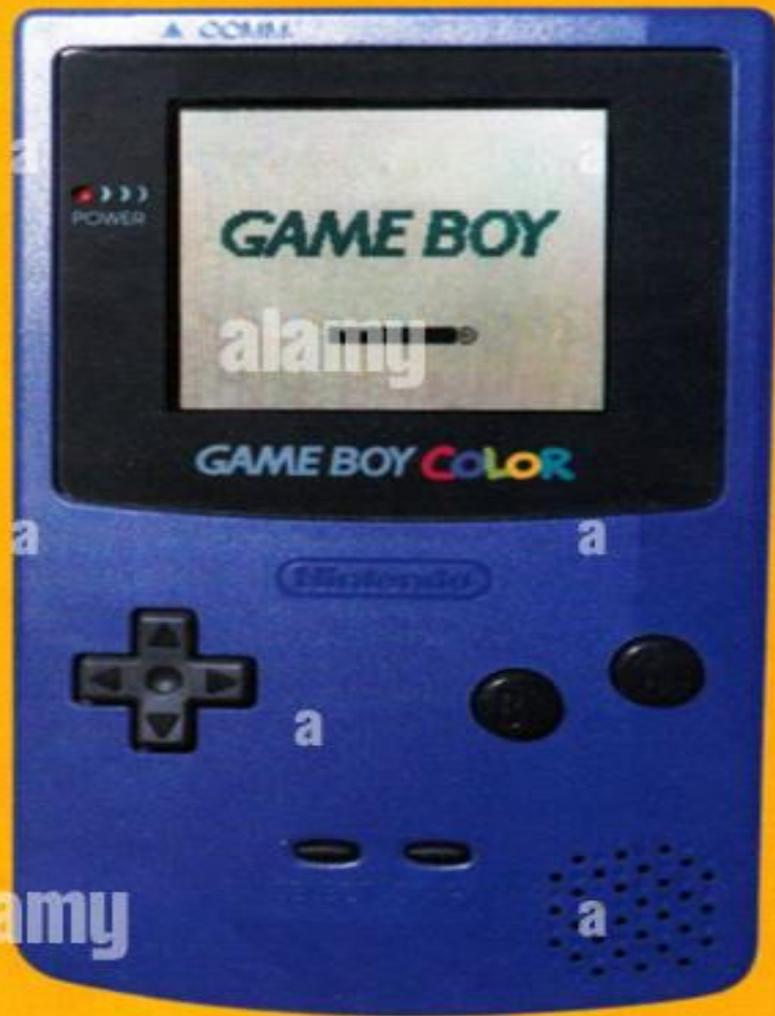
The question is, will you capture all that traffic for your network? Nokia Telecommunications has the solutions to make integrated services possible, so you can focus on making them the most desirable.

To hear more about the convergence of voice and data – fixed and mobile – please contact us. Through your network.

NOKIA
CONNECTING PEOPLE
www.nokia.com

And games become portable

....but not yet integrated into phones



pocket **battlechips**

Nintendo's Game Boy is the best-selling console of all time, and now it's available with a colour screen. So why should you buy SNK's Neo Geo Pocket and Bandai's WonderSwan – never mind Sega's VMS and Sony's PocketStation?



The fight for your pocket money is on: get a ringside seat in...

the future of interactive entertainment

EDGE[®]

Issue **66** on sale **November 26**

The home office becomes possible

HP DeskWriter *printers take color to the* Macs.



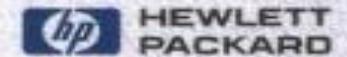
HP DeskWriter printers for the Macintosh.

Presenting an affordable way to make color happen for the Macintosh, DeskWriter printers from Hewlett-Packard let Mac users print vivid colors along with sharp, high-quality black & white.

Designed specifically for the Mac, DeskWriter printers use HP's proprietary inkjet technology for state-of-the-art grayscale and color quality on plain paper. And Macintosh industry standard features are built into all DeskWriter printers. From the DeskWriter 550C and DeskWriter C color printers, to the affordable, black & white HP DeskWriter. They all offer a full complement of fonts, along with a three-year warranty, the longest in the industry.

DeskWriter printers from Hewlett-Packard give Mac users brilliant color and maximum value, too. The DeskWriter 550C is just \$279 and the DeskWriter C is only \$559* for the name of the HP DeskWriter dealer nearest you, call 1-800-552-8200, Ext. 7540.

DeskJet Printers
Make it happen.





New technology will fundamentally change
behaviour and who and what is valued most



Intermission



Internet and the dot com bubble

A brief history of the Internet

- ▶ Cold War...nuclear defence communication system
- ▶ 1969 First Network (ARAPNET) ...Universities of California connected
- ▶ 1970s: Network standards (domain names, protocol)...extension worldwide universities
- ▶ 1989 Tim Berners Lee invents World Wide Web...free global access by 1991
- ▶ 1990 : Browsers, Mouse, lap tops, Search engines, email

Still (slow) dial in.....broad band and Social Media yet to come

Internet advertising

CompuServe puts the whole world at your fingertips.



product manufacturers, all over the world. Meet in special interest forums to discuss everything from science fiction to sharing software. And keep in touch through electronic mail and faxes, as well as by "talking" over 72 CB Simulator channels.

CompuServe also lets you shop coast-to-coast at hundreds of nationally known stores and take advantage of a world-class reference database. It gives you access to the latest national and international news. And our special financial files offer complete statistics on over 10,000 NYSE, AMEX, and OTC securities. You can even trade online with local discount brokers.

Global travel and world-class fun.

CompuServe also offers airline schedules, so you can check out the bargains and book your own flights on almost any airline worldwide. You can get travel news, frequent flier information, and country and travel facts. As well as listings from over 30,000 hotels.

Plus, there are games. Sports, trivia, educational, space fantasy... you can go it alone or compete against players from all over the world. Only on CompuServe can you test your wits in the only online TV-style game show with real prizes, or leave the earth entirely in one of our interactive space adventures.

Just give us a call.

To become a CompuServe member, you need a computer and a modem. We'll send you everything else, including a

CompuServe, you join the world's largest international network of people with personal computers. You have access to more than a thousand services that offer a source of support, information, entertainment, communications, and benefits of all kinds.

CompuServe lets you take advantage of your personal computer in a thousand different ways.

For instance: communication. You'll get invaluable personal computer software and hardware support from other CompuServe members, as well as

Kit, see your nearest computer dealer. To receive our informative brochure or to order direct, call us today.

And put the whole world at *your* fingertips.

CompuServe
800 848-8199

Prodigy: early travel application



a trip without it.

“With PRODIGY, planning vacations has gone from fun to exciting. The *Mobil Travel Guide*™ tells us what we need to know about some great vacation spots. Then the PRODIGY Vacation Guide gives us inside tips from other members on the best things to see and do. We book hotels, flights at the lowest available prices, and even pocket discounts on rental cars. With PRODIGY, getting there is more than half the fun.

“It would be worth connecting PRODIGY to our home computer, just for travel. But travel is just the tip of the iceberg.

We're a lot more in touch with our investments.
We get stock quotes and info on thousands of companies in a flash from Dow Jones News/Retrieval. With the online discount broker, we buy and sell when we want to. We have more control, so we feel more secure.

We're smarter shoppers, too.
PRODIGY has *Consumer Reports*, so it's a cinch to do our homework before plunking down our money. We can look up hundreds of articles and product ratings in minutes.

And that's just the beginning.
With PRODIGY, we do different things and we do things differently. It would take days to tell you all the ways we use it.

You gotta get this thing.”
The PRODIGY service, connected to your computer and phone line, has over 800 features and services—including sports scores, games, an encyclopedia, and more. Whatever interests you, PRODIGY makes it more interesting. And it's just

PRODIGY is available for IBM® or compatible, and Macintosh® computers. C

.....Mid 1990's and explosion of new business ideas

The Dot com Bubble

- About bubbles
 - 19th Century canals, railroads
 - 20th Century automobile, consumables
 - Glass Steagall Act 1930's
 - Deregulation 1970s
- Internet bubble
 - Release of Mosaic “proof of concert” commercialising the internet
 - Speed to market the key driver
 - Cash flow and profitability based on future projection
 - Facilitate by deregulation of finance industry



Hype: Vision over cash flow, growth over profits, branding is everything

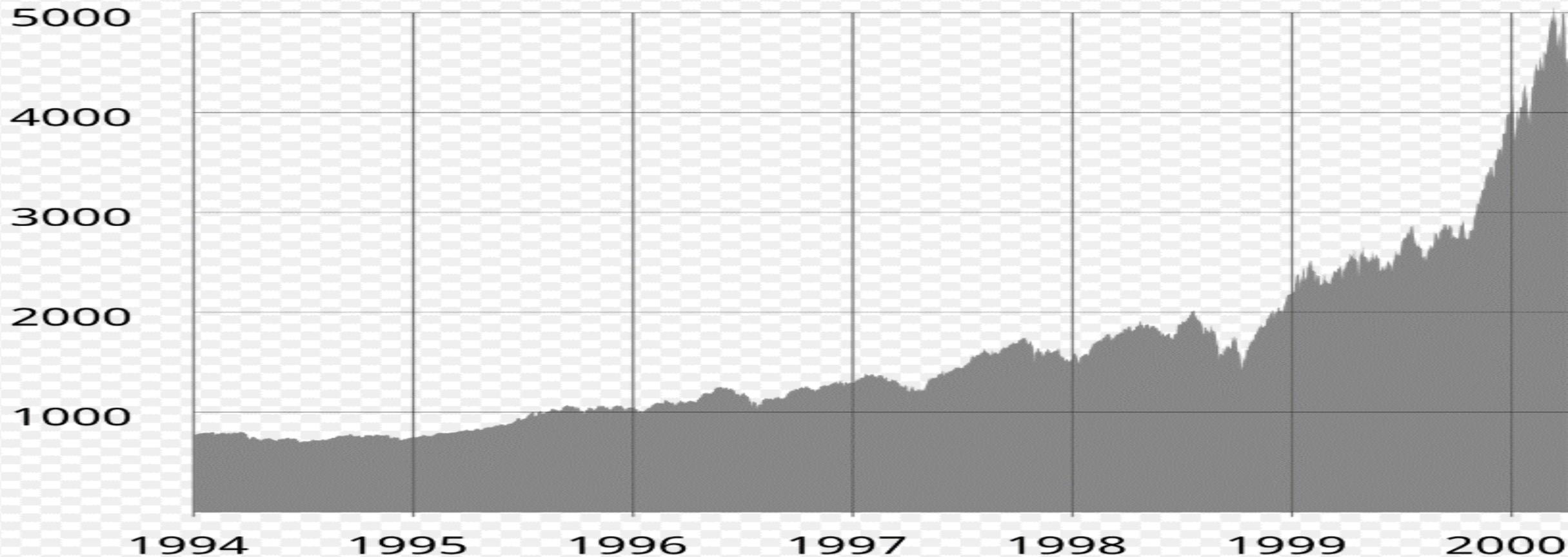
- Pets . Com “Because pets can’t drive”
- Web van.com “will eliminate the grocery store as we know it”
- Typical dot com pitch: “We’re not just a website — we’re redefining the way people live, work, and connect. By leveraging first-mover advantage, brand velocity, and the power of the Internet, we’ll capture market share first and monetize later. In the new economy, profits are optional — growth is everything.”
- “Get big fast and break things” Amazon (and it did)

Nasdaq stock rises 600% 1994-2000

...start ups fuel market

...anything with .com in name a worthy bet

...emergence of the "day trader"





Celebrity Culture

Celebrity Culture: the “industrialisation” of “Fame”a new phenomena

- ▶ Trigger: media deregulation
 - ▶ “Fairness Doctrine” removed 1987...remove “public service”
 - ▶ Telecommunications Act 1996: open competition, ratings war
 - ▶ “Celebrity” cheaper, easier task than news, dramas, etc
- ▶ Enabling Technology: Cable TV ...Celebrities sell time
 - ▶ MTV: entertainers
 - ▶ “Shock Radio” partisan politics
 - ▶ “Tabloid TV”...Talk shows,

A brief history of Celebrity Culture

▶ 1920'- 1960s

- ▶ Studio manufactured, highly controlled environment, remote
- ▶ Hays Code...respectable, managed scandals
- ▶ Purpose. Sell movies, music, venues

▶ 1960's-1980's:

- ▶ Media managed: outputs the product
- ▶ Scandals managed, hidden...or used
- ▶ Purpose: network/ record label revenue

▶ 1990s Celebrity industry

- ▶ Celebrity is the product
- ▶ Mass media but few outlets (no social media)
- ▶ Scandals publicised, Purpose: fill media space



Entertainment and Business celebrities

Top 1990 US “Entertainer Celebrities



➤ Singers

- Whitney Houston
- Mariah Carey
- Nirvana: Kurt Cobain...suicide
- Brittany Spears....in and out of
- Madonna....still going strong (but should probably give it up)

➤ Actors/ TV and Film

- Tom Hanks
- Julia Roberts
- Leonardo de Caprio
- Demi Moore
- Brad Pitt

Michael Jackson (1958-2009: entertainer “manufacture and innocence” 1969-1979

Jackson 5 in 1972



- ▶ Child prodigy
 - ▶ Harsh Disciplined family
 - ▶ Talent show winner
 - ▶ Clubs < TV debut 1969
 - ▶ “bubble gum pop”
- ▶ Performs with brothers & single
 - ▶ Regulated performances
 - ▶ “Be there” 1972 single debut
- ▶ Content
 - ▶ Family friendly, apolitical
 - ▶ Network managed

1980's : Media managed mega star

Michael Jackson 1985



Establish major solo
... "Billie Jean" "Rock with you"
... occasional with brothers
... ends 1984 "Victory Tour"
... most famous artist in world
... worth \$1BN plus

Studio productions
... dance/ celebration, romantic
... dance floor

Celebrity image..managed
..... genius, vulnerable
..... quirky, not alarming, a sexual
..... "safe". All American

1990s: From Icon to Enigma

Michael Jackson 1998



Public image change. Unmanaged
....troubled, bizarre behaviour
....extravagant expenditure
....1993 child abuse allegations
...."Settlement" questionable..deeply
Disturbed, not proven paedophile

Life moral drama

...tabloid/ appearance/ medication
... arranged marriages... "child"
...songs more sorrowful, personal

Sad ending

...Itinerant, money issues
... increasing paranoia
....dies from "negligent homicide"
oversubscription of sedatives

Michael Jackson...child's Disneyland
.....child obsessed (no proven crimes)...just weird



Whitney Houston (1963-2012)

Whitney 1981



Early career

- ...mother famous gospel singer
- ...choir girl, joins mother's group
- ...Fashion model/ night clubs

Take off 1983 tv appearance

- ...CBS Records contract, 84 best seller
- ... "Queen of pop" late 80's
- ..1987 " I want to dance with somebody"

Stars at Superbowl 1991.best seller...Rec
World Tour....Welome home Gulf War her
America's Sweet heart.....donations to Re
Cross

Whitney at the Oscars for “Bodyguard”
....launches celebrity stardom
...song “I will always love you”



gettyimages®
Credit: Ron Galella, Ltd.

Whitney...the later years

Whitney, Booby Brown and daughter Bobbi 1999



Violent / turbulent marriage 1992
...beaten up
...increased shared drug use
...separate 2007

Continued film career success
... "Princess Diaries"
...ongoing concerts
...erratic performances
...increasing thin...suspected drug use

Dies in bath...drug use ...drowns 2012

Daughter Bobbi will also die from coma
Induced by drug use 2015

Oprah Winfrey (1954....)...Talk Shows



Born inner city Milwaukee
...parents unmarried, father
...Black university/ radio

Relocates to Chicago
....local tv. News anchor
....1984...morning talk show, 1986
“Oprah Winfrey Show

“What she lacks in journalistic toughness , she makes up for in plainspoken curiosity , robust humour and, above all empathy. Guests with sad storiesoften find themselves revealing things they would not imagine telling...It is the talk show as a group therapy session.”

Becomes US richest black women
...major real estate owner.. going strong

Oprah's \$100m place on island of Maui
..plus 2,500 acres)



Oprah "Primary Residence" Montecito California



Top 1990 Business & Politics “Celebrities”

▶ Politics:

- ▶ Bill and Hilary Clinton
- ▶ Newt Gingrich, Ross Perot
- ▶ Howard Stern (Shock radio) Rush Limbaugh (hard right politics)

▶ Finance

- ▶ Warren Buffett....Hathaway Investments
- ▶ Mike Milliken....Junk Bonds
- ▶ George Soros...Hedge Fund

▶ Business

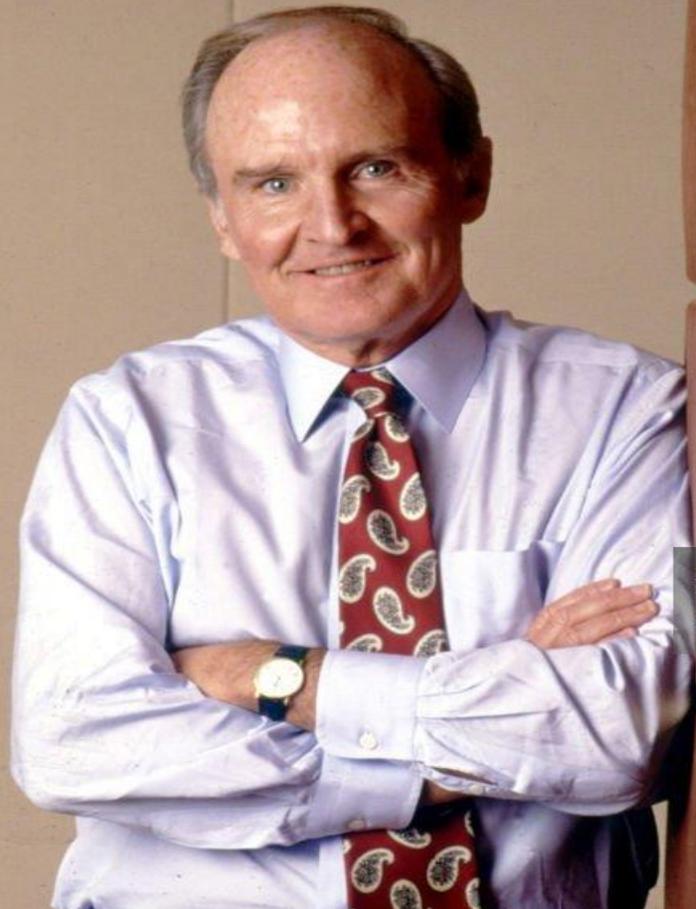
- ▶ Tech: Bill Gates Steve Jobs
- ▶ Management: Jack Welch
- ▶ Real Estate: Donald Trump



Business & Politics

Jack Welch (1935-2020)

“Neutron Jack” at peak 1995



gettyimages
Credit: Stan Godlewski

Working class family
..PHD Chemical Engineering
..Joins General Electric 1960
...sales...VP Plastics 1968
CEO 1978

General Electric pre Jack
...established 1892
...manufacturing conglomerate
...paternalistic
...community focus

Jack Welch Impact

➤ Policies

- “Rank and Yank”: remove bottom 10% staff each year
- Reward and invest in winners...brutal/ open review
- “Make it or sell it or go”...slash hierarchies
- Company success = maximising shareholder value...only

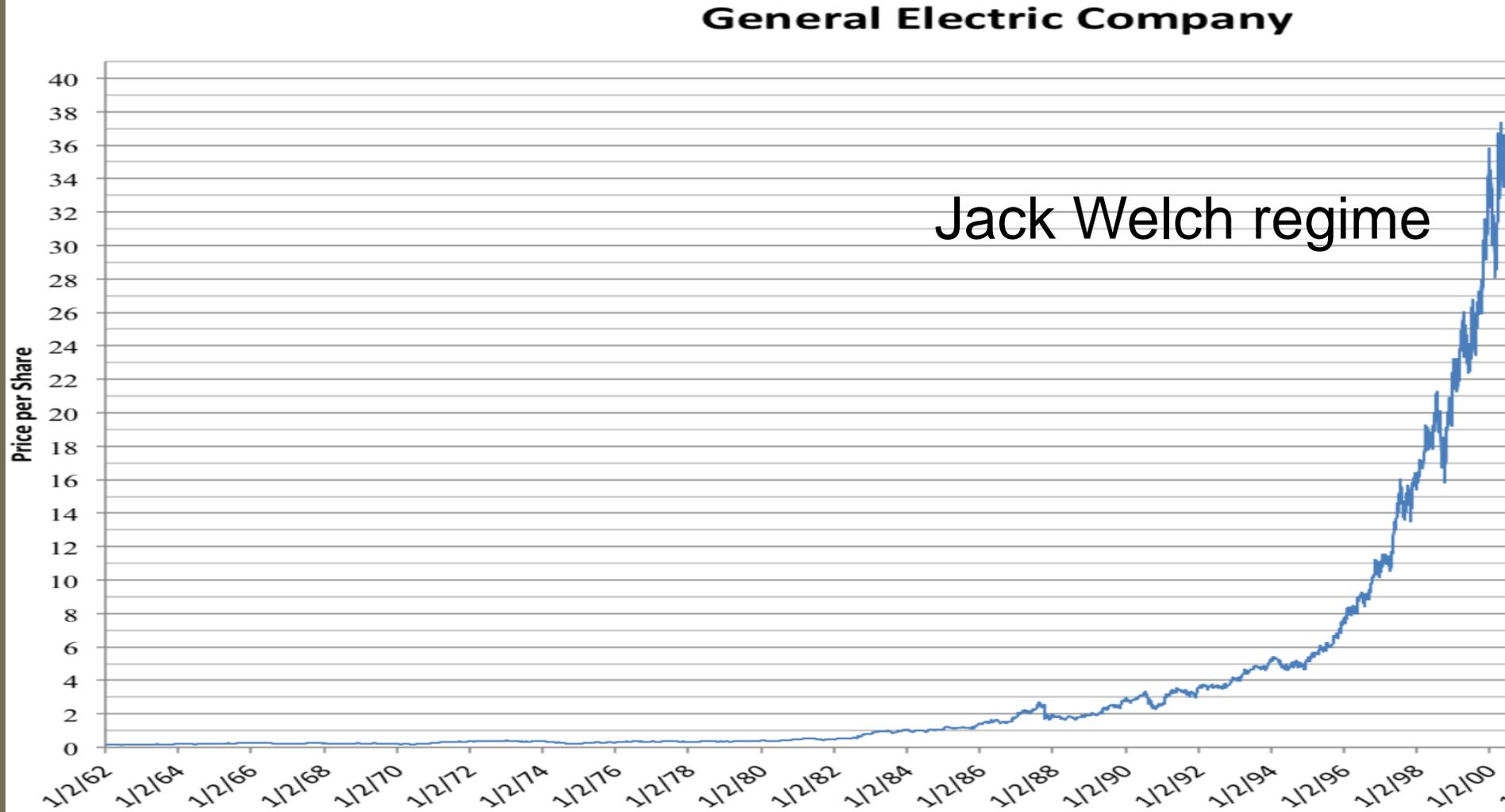
➤ Impact

- The “Celebrity CEO”
- “Transactional” career management
- Globalisation to find lowest cost maximise value
- Accelerates de-industrialisation...transition to “asset Lite”

“Neutron Jack”

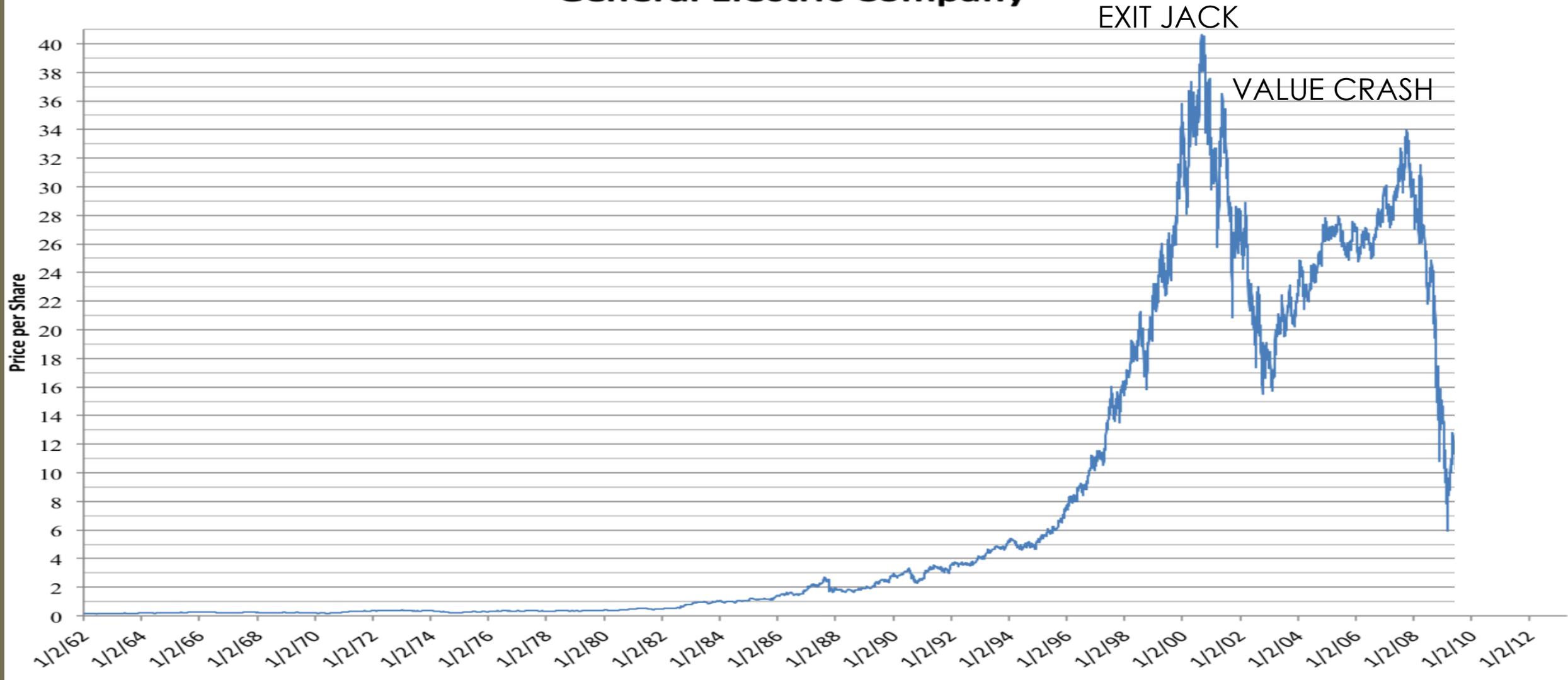
- Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.
- There are only three measurements that tell you nearly everything you need to know about your organization's overall performance: employee engagement, customer satisfaction, and cash flow...It goes without saying that no company, small or large, can win over the long run without energized employees who believe in the mission and understand how to achieve it.
- You can't grow long-term if you can't eat short-term. Anybody can manage short. Anybody can manage long. Balancing those two things is what management is.

GE Stock Price during Welch CEO
...stock price rises \$2 to 39\$
...shareholder value up 600%



GE...the “long term” after Jack
...Finance companies fail, Chinese “eat market”
....shareholder value declines 80%

General Electric Company



Jack Welch legacy

- Welch dies multi billionaire, GE funded apartments, private Jet,
- \$1,000 invested in GE 2000 loses 80% of value by 2010
- “The man who killed capitalism”
 - Eliminated 100,000 jobs at GE (out of 400,000)
 - Model for Corporate America and trigger for mass globalisation of work
- Opposes “Green Energy”climate change hoax
- Financial support future candidacy of Donald Trump

Donald Trump (1946.....) during 1990s



Father NY real estate Fred Trump
....millionaire at aged 8
....avoids draft to Vietnam
....business school
...fathers business...rent collection
...advisor Roy Cohn (McCarthy lawyer)

Operating control family business 1971
...expands from suburbs to Manhattan
...Trump Tower 1979-1981
...Grand Hyatt 1980
...Replaces father as Chairman 1983

1990s expands into Casinos Atlantic
city, airline, “university”

Atlantic City “Taj Mahal” ...opened 1990



Files for bankruptcy 1991

Other casino operations
Multiple restructurings
During 1990's that fail

Trump pursues other
NY City investments
Switches to “brand & Invest
(using loans)vs ownership

Diversifies to golf, airline
Miss Universe, wrestling

Highly leveraged, worth
\$1Bn 2000..looking for
Media opportunity

Donald and Ivana...and Marla



marries Ivana Czech immigrant
1977..model. actress

Donald and Ivana
...3 Ivanka, Donald, Eric
...business partner Donald
...numerous affairs

Divorced 1990.

...accused Donald of rape
...\$14m settlement
...Ivana fashion business,
... dies 2022, buried golf course

Donald and Marla Maples
...1 child Tiffany 1993-99.more
...affairs divorce

Trump 1991...enjoyed working with young people
“Look of the Year competition 1991



Well, female young people

Some of them, very young

Trump....fuel for tabloids 1990's

....4,000 law suits, debt avoidance, declines political role

....shifts focus on media career "Apprentice"



To be continued



The OJ Simpson Case

OJ Simpson (1947-2024)

“Running Back 1967



- Poor family “Projects” San Francisco
...gang member, arrested 3x...steered into sport
- Record breaking football player
...University California (USC)/ NFL 1969-1979
- From Sports to media celebrity
.....First black Sports commentator
.....Endorsements /advertising/movies
- First marriage...3 children...ends 1977
.....allegations physical abuse
.....affair waitress ...marries Nicole Brown

OJ Simpson....celebrity endorser “unifying symbol all races
 People” Magazine 1975: “the first [Black] athlete to become a bona
 fide lovable media superstar“...’adopted’ by LA police



“Juicemobiles™ are for young Superstars.”

– O.J. Simpson

“These new Juicemobiles from Spot-bilt were designed to look and work like the moulded cleat shoes I wear. Except they were designed to be used for a lot more than just football. Like baseball, softball, soccer and other grass games. They’re also designed to sell at a price kids and parents can afford. And with every pair there’s a coupon for a special offer on a Juice T shirt. Ask your Spot-bilt dealer for Juicemobiles.

In sizes from 1 to 10.”



HYDE® Spot-bilt®

HYDE Spot-bilt, 432 Columbia Street, Cambridge, MA 02141
 If they're not Hyde or Spot-bilt, they're not Juicemobiles.



“On business trips
 these days,
 you’ve got to make
 every minute,
 every dollar count!”

That’s why
 you need Hertz
 more than ever.”

O.J. Simpson

You can depend on Hertz. Hertz has more good people to take care of you, so you can get away fast into a clean, reliable car. More locations. More cars. More kinds of cars. And with Super Saver Rates, you save money, too. With all this, wouldn't you rather rent from Hertz?



The Superstar in rent-a-car.
 HERTZ RENTS FORDS AND OTHER FINE CARS.

3-29-76
 U.S. NEWS

The celebrity in his pomp 1994

OJ , Nicole and children 1992



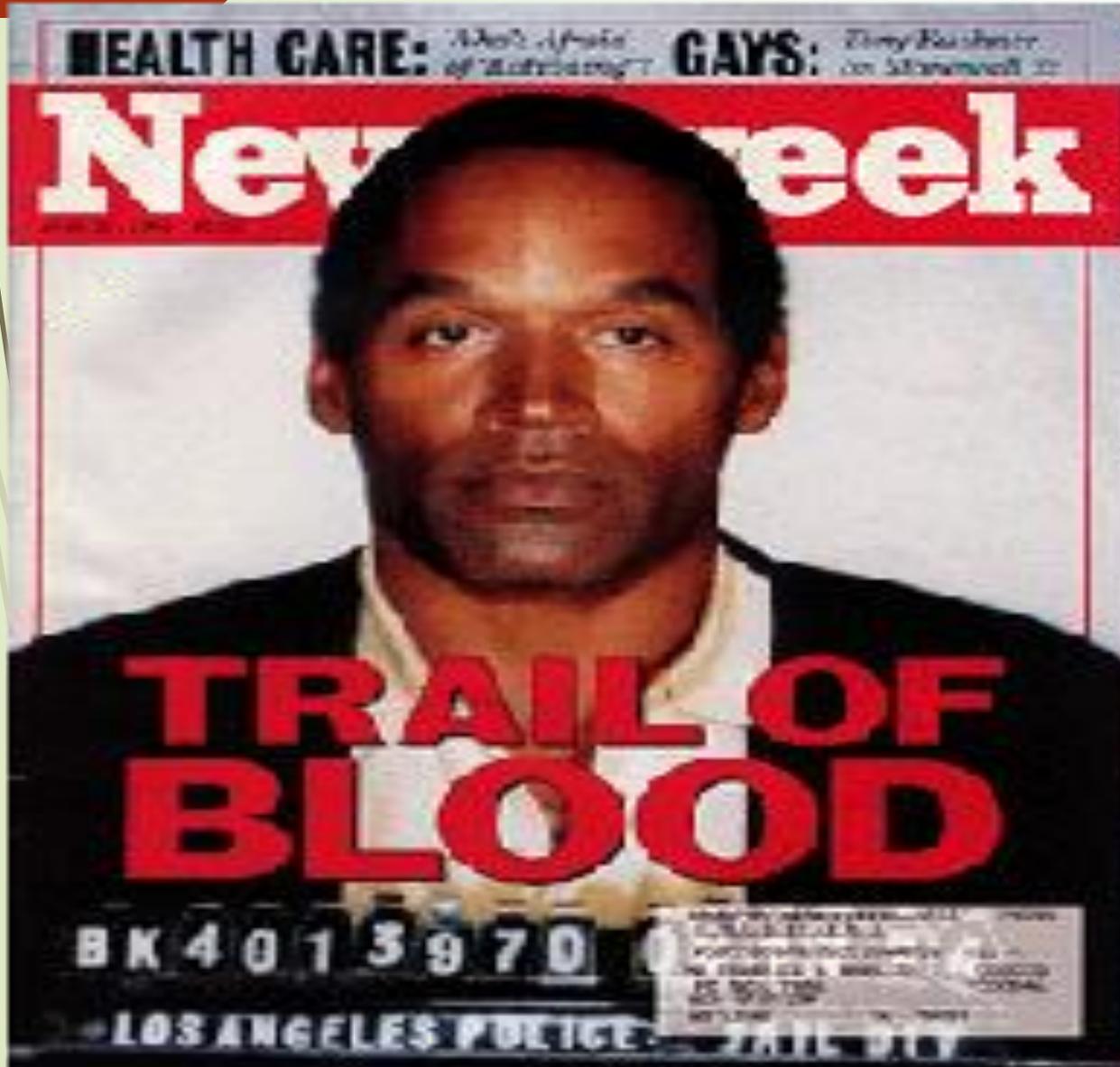
- ▶ Legacy of wife abuse
 -divorced....domestic abuse
 -donations to “battered women”
 -reunited 1992/ separated
- ▶ The Killing
 -Nicole restaurant, glasses left
 - ...John Goodman waiter returns
 - ...OJ arrives....slices both to death

The chase....watched live on tv by millions



gettyimages®
Credit: Allen J. Schaben

National publicity.... "most lovable star a killer?"



OJ and his "Dream Team"



gettyimages®

Credit: REED SAXON-

The protagonist: Marcia Clark : Chief Prosecutor



Judge Ito



gettyimages™
Credit: Ted Soqui

Dancing Itos (late night tv 1995)



OJ Show...late night TV 2000



gettyimages®
Credit: NBC

The ignored reality.....instead a show

John Goodman



Nicole Simpson



Parents of John Goodman



gettyimages®
Credit: POOL

Trial of the decade June 1994-January 1995

“If it doesn't fit, you must acquit”



Trial becomes national sensation
....media > Ok bombing, Bosnia
...judge loses control
...OJ lawyer team

Police..NA evidence,
...history domestic violence

Defence: police racist.
....evidence planted
....taped racist comments

The glove theatrics

Jury....revenge for Rodney King
...don't believe police

Evil triumphant



gettyimages®
Credit: Ted Soqui

OJ Simpson Trial Impact

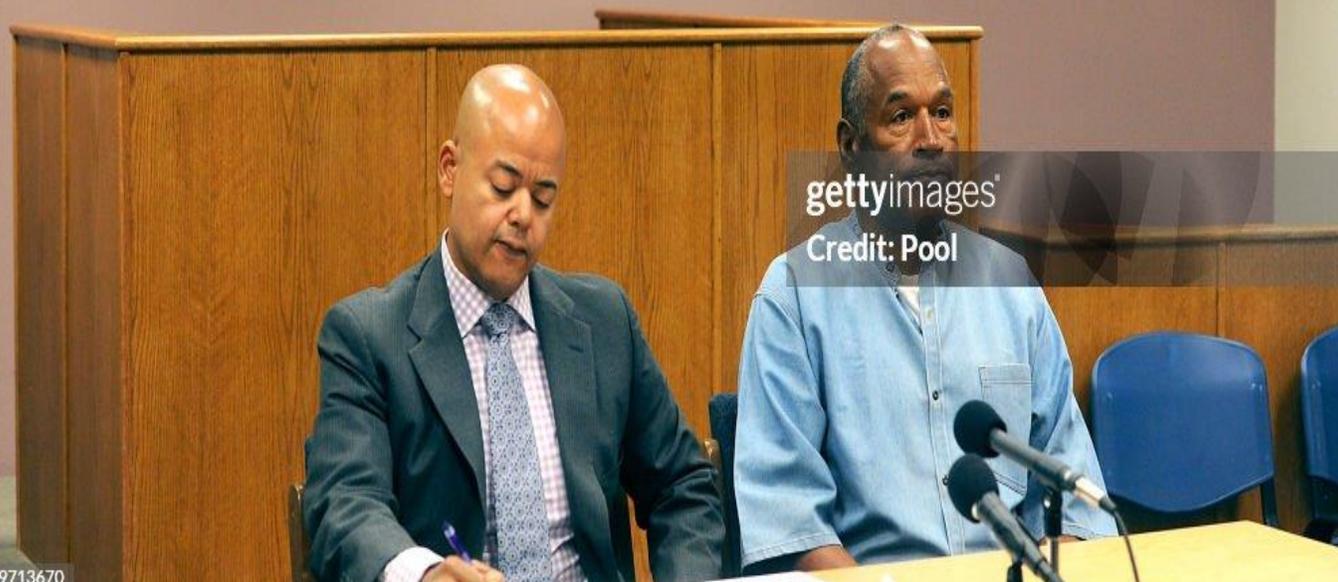
- Racial divide: 77% white OJ guilty, 75% blacks innocent
- Celebrity power: Money > Justice....courtroom as sports arena
- Blurring of “reality” and “drama”: “When the trial began, all of the networks were getting these hate-mail letters because people's soap operas were being interrupted for the Simpson trial. But then what happened was the people who liked soap operas got addicted to the Simpson trial. And they got really upset when the Simpson trial was over, and people would come up to me on the street and say, 'God, I loved your show.'...Marcia Clark...Prosecutor in 2010

Trivialises American institutions and “expertise”
....opens the path for future “celebrity” move to

OJ Simpson epilogue

Parole hearing 2017

- Popularity declines...ridicule
- Relationship with 19 year old white girl
.....domestic abuse, drugs, homeless
- Loses Civil Law Suit vs Goodman family...unable/won't pay
- Writes book "If I did it" (!)
- Involved in racketeering scam and kidnapping...jailed for 9 years dies of cancer 2024





Looking back at the 1990's

1990's "Peak USA"

- ▶ Economy growing, wages rising, crime declining
- ▶ Increasing inequality...but most benefitting
- ▶ Politics increasingly toxic: big issues of Cold War & Civil Rights ended
- ▶ Ultra commercialisation (religion, health care, judicial system, politics)
- ▶ USA dominant militarily, economically, culturally



Everything was about to change



Next Talk: 51: The year the world changed