



THE DREAM THAT DIED

The Rise and Fall of ITV

Raymond Fitzwalter

A unique insider account of the rise and fall of ITV, as seen through the fate of Granada Television and ITV, and the ripple effect on the standard of broadcasting we see on our screens today. *The Dream That Died* unfolds the story of 27 years in which ‘The best broadcasting system in the world’ was turned into ‘Ignorance and self-interest, the idiocy and feeble mindedness that is 21st century ITV’.

The book is based on more than 90 exclusive interviews with key players who had their hands on the money, and the power, behind commercial television, and saw politicians, businessmen and broadcasters convert high quality public service broadcasting in ITV into a ratings driven commercial wasteland, undermining the BBC and Channel 4.

Accompanied by a collection of original photographs, *The Dream That Died* is essential reading for anyone involved in, learning about or interested in the broadcasting industry.

“..... a sobering and profound book – part investigative journalism, part cultural history. Read it and weep for everything that today’s ITV has been allowed to become.” Paul Greengrass

To order email ray@fitzwalter.co.uk
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