

**#1358 America as Media-Persia, II – The Peacock Throne, part 5, The NBC Peacock’s Fred Silverman prophetically pointed to America as the Silver Media Kingdom at the time of the Iran Hostage Crisis**

**In the very late 1970’s and very early 1980’s, the media’s NBC would employ Fred Silverman in hopes of turning around its fortunes. It would revive its symbol of the peacock.**

**Fred Silverman.** No man more so represented the media around the time period of the Iran Hostage Crisis than Fred Silverman. Silverman built his enormous reputation in the 1970’s as head of programming at CBS, where he was credited with scheduling such hit shows as *M\*A\*S\*H*, *All in the Family*, *The Waltons*, and *Kojak*, and then at ABC, where he scheduled *Laverne and Shirley*, *Charlie’s Angels*, *Three’s Company*, and *The Love Boat*.

The oldest of the networks, NBC, ran a poor third in the late 1970’s. RCA (the owner of NBC) felt there was only one person who could put NBC on track. That was Fred Silverman, “the man with the golden gut” [referring to his instincts]. Silverman was offered the presidency at \$1 million a year for three years. His negotiations with RCA were being finalized in January 1978. Silverman was under contract with ABC and the network was shocked and shaken that he was leaving to a competitor. On January 20, 1978, his defection rumbled through Wall Street. RCA’s stock jumped \$1.25 a share and ABC’s dropped \$1.75 a share. Silverman’s colleagues at ABC were incredulous, feeling they had been betrayed. ABC stripped Silverman of his duties and insisted that he conduct no business until his ABC term expired on June 8, 1978. ABC’s hard line proved astute. While Silverman was mostly inactive for four-and-a-half months at ABC, NBC was virtually paralyzed, its executives knowing that Silverman would probably dismantle any decisions they would make in the meantime. Silverman would arrive at NBC on June 9, 1978.



The Time Magazine cover of September 5, 1977, featuring ABC’s Fred Silverman

**Key Understanding: *The NBC peacock’s Fred Silverman prophetically pointed to America as the silver media kingdom at the time of the Iran hostage crisis. During the same time period of the Iran Hostage Crisis and the rise of Ronald Reagan to the presidency on January 20, 1981 – with Reagan and America unknowingly but prophetically representing the *second* (but *counterfeit*) ‘Cyrus the Great’ Media-Persia and thus sitting on the Peacock Throne – the Lord further confirmed the prophetic meaning of the events by ordaining that the***

**media's NBC revive its symbol of the peacock, and have in its employment Fred Silverman in the hope of turning around its fortunes.**

*Daniel 2:31-32 (KJV) Thou, O king, sawest, and behold a great image. This great image, whose brightness was excellent, stood before thee; and the form thereof was terrible.  
32 This image's **HEAD WAS OF FINE GOLD** [Babylon], **HIS BREAST AND HIS ARMS OF SILVER** [Media-Persia], **HIS BELLY AND HIS THIGHS OF BRASS** [Alexander the Great's Greece],*

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