

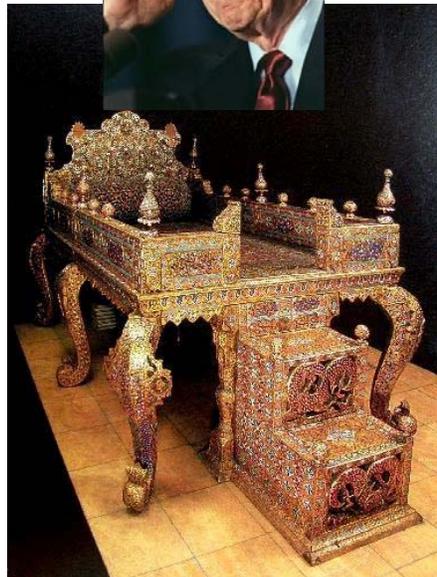
#1359 America as Media-Persia, II – The Peacock Throne, part 6, The NBC Peacock’s Fred Silverman prophetically pointed to America as the Silver Media Kingdom at the time of the Iran Hostage Crisis (continued)

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

Fred Silverman (continued). Fred Silverman would arrive at NBC on June 9, 1978. The presence of Silverman failed to prevent defections of stations that were changing their affiliations from NBC to ABC. Affiliates in Minneapolis-St. Paul, Indianapolis, Knoxville, Dayton, and Jacksonville brought to eleven the total losses of NBC to ABC. ABC had managed to gain 1.5 million viewers. One estimate postulated that if NBC ended up with lesser stations in many more cities, its ratings could drop another 20 percent. Mindful of that prospect, Silverman knew his annual meeting had to whip up spirits and confidence. **The theme of the annual meeting was “NBC – Proud as a Peacock,”** highlighted by a stylized resurrection of the nineteen-year-old peacock emblem that the network had abandoned in 1975.

RCA felt they had pulled off a coup by attracting Silverman. But they made a mistake in appointing him network president. Silverman not only had to contend with a terribly weak prime-time schedule, but he was also responsible for news, radio, and administration of network. Once the undisputed kingpin of television programmers, Silverman somehow came to grief when he took the job at NBC. His worst tendencies seemed to magnify. He wanted to jump in and dramatically change things. He hastily threw many shows on the air during his three years as president and chief executive at NBC as he tried desperately to turn the third-place network into a winner.

Silverman ended up being a surprising failure for NBC. His energies were too widely dispersed as president. He failed to pursue a steady strategy. He couldn’t delegate authority, but insisted on being a one-man show. He was also the victim of the cancellation of U.S. participation in the 1980 Moscow Olympics. Silverman had hoped the event could be used to aggressively promote his 1980 fall lineup. Silverman resigned from NBC in July of 1981, leaving the network struggling in last place, with its profits dropping even more. Its daytime schedule was decimated and its evening news show threatened to fall into third place.



Iran’s peacock throne



NBC’s 1980 “Proud as a Peacock” logo

Key Understanding: NBC revived its symbol of the peacock during the time period of the Iran hostage crisis and the rise of Ronald Reagan to the presidency. 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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