

MTV

This article is about the main MTV channel. For other uses, see MTV (disambiguation).

"Music Television" redirects here. For the genre, see Music television.



MTV's 2021 logo paying homage to the MTV logo in 1981.

CountryUnited StatesHeadquartersOne Astor Plaza, 1515 Broadway, Times Square, Manhattan, New York City, NYProgrammingLanguage(s)EnglishPicture format1080i HDTV(downscaled to letterboxed 480i for the SDTV feed)Timeshift serviceMTV EastMTV WestOwnershipOwnerWarner Communications (1981–1986; 50%)American Express (1981–1985; 50%)Viacom (1986–2006, 2005–2019)Paramount Global (2019–present)National Amusements (1986–present)ParentMTV Entertainment Group (1996–present)Paramount Media Networks (1981–present)Key peopleChris McCarthy (President/CEO, MTV Entertainment Group)Sister channels

List

- - MTV2
 - MTV Tres
 - MTV Live
 - MTV Classic
 - MTVU

HistoryLaunchedAugust 1, 1981; 41 years agoFormer names

- MTV: Music Television (1981–2010)[1]

LinksWebsitemtv.com

MTV (Originally an initialism of Music Television) is an American cable channel that launched on August 1, 1981. Based in New York City, it serves as the flagship property of the MTV Entertainment Group, part of Paramount Media Networks, a division of Paramount Global.

The channel originally aired music videos and related programming as guided by television personalities known as video jockeys, or VJs.[2] In the years since its inception, it significantly toned down its focus on music in favor of original reality programming for teenagers and young adults.

Since early 2020, MTV has devoted most of its programming schedule to a single program, *Ridiculousness*, which in June 2020 aired "for 113 hours out of the network's entire 168-hour lineup".[3][4][5]

MTV has spawned numerous sister channels in the United States and affiliated channels internationally, some of which have since gone independent. Approximately 90.6 million households in the US received MTV as of January 2017.[6]

History[edit]

1964–1977: Previous concepts[edit]

Ideas for music television began in the 1960s. The Beatles used music videos to promote their records starting in the mid-1960s. Their 1964 film *A Hard Day's Night*, and particularly its performance of the song "Can't Buy Me Love", led MTV to later honor the film's director Richard Lester with an award for "basically inventing the music video".[7]

In 1967, a Los Angeles company called Charlatan Productions began producing promotional films for rock groups, with a unique approach that involved interpreting individual songs by crafting original scripts and artistic scenarios to match.[8] Charlatan was founded by filmmakers Peter Gardiner and Allen Daviau, both of whom were special effects producers that year for the film, *The Trip*. Tom Rounds, former program director for San Francisco Top 40 radio station KFRC, was brought on board later in 1967 as Charlatan president.[9] Under Rounds' leadership, and on contract to record companies, Charlatan produced the short, song-length promo films and then distributed them on videotape to TV stations around the country.[10] By mid-1968, Charlatan had already completed forty films for fifteen record companies, for artists like Jimi Hendrix, The Animals, Steppenwolf, Aretha Franklin, Richie Havens, The Who, The Rascals, Paul Revere & the Raiders, Connie Francis, The Cowsills, and Ricky Nelson.[11]

In 1974, Gary Van Haas, vice president of Televak Corporation, created Music Video TV, a channel with video disc jockeys, to be shown in

record stores across the United States, and promoted it to distributors and retailers in a May 1974 issue of *Billboard*.^{[12][13]}

MTV's original format was created by media executive Robert W. Pittman, later president and CEO of MTV Networks.^[14] He tested the format by producing and hosting a 15-minute show, *Album Tracks*, on New York City's WNBC-TV in the late 1970s.

Pittman's boss, Warner executive vice president John Lack, had shepherded *PopClips*, a TV series created by Monkee-turned-solo-artist Michael Nesmith, whose attention had turned to the music video format in the late 1970s.^[15]

1981–1991 [edit]

Launch [edit]



On Saturday, August 1, 1981, at 12:01 a.m. Eastern Time,^{[16][17]} MTV was launched with the words "Ladies and gentlemen, rock and roll," spoken by John Lack and played over footage of the first Space Shuttle launch countdown of *Columbia* (which took place earlier that year) and the launch of *Apollo 11*. The words were followed by the original MTV theme song, a vivid rock tune composed by Jonathan Elias and John Petersen, playing over the American flag changed to show MTV's logo changing into different textures and designs. MTV producers Alan Goodman and Fred Seibert used this public domain footage as a concept;^[18] Seibert said that they had originally planned to use Neil Armstrong's "One small step" quote, but lawyers said that Armstrong owned his name and likeness and that he had refused, so the quote was replaced with a beeping sound.^[19] A shortened version of the shuttle launch ID ran at the top of every hour in different forms, from MTV's first day until it was pulled in early 1986 in the wake of the *Challenger* disaster.^[20]

The first music video on MTV, which at the time was only available to homes in New Jersey,^[21] was the Buggles' "Video Killed the Radio Star". It was followed by Pat Benatar's "You Better Run". Occasionally the screen went black when an employee at MTV inserted a tape into a VCR.^[22] MTV's lower third graphics near the beginnings and ends of videos eventually used the recognizable Kabel typeface for about 25 years; but they varied on MTV's first day, set in a different typeface, and including details such as the song's year and record label. MTV's on-air programming was originally produced from the Teletronics studio facility at West 33rd Street in Manhattan, NY; programming was uplinked to satellite from a facility in Hauppauge, NY that also served as the uplink for sister networks Nickelodeon and The Movie Channel (originally, then-owner Warner-Amex Satellite Entertainment had planned to uplink MTV from a facility located at the studios of WIVB-TV in Buffalo, NY, where Nickelodeon and The Movie Channel had been uplinked; said facility was planned to be expanded to handle MTV's needs, but the deal with WIVB fell apart when Warner-Amex was unable to reach a deal with channel 4's ownership concerning a long-term lease).^{[23][24]} MTV later moved studio facilities to Unitel Video's complex located on 57th Street (ironically located across the street from the CBS Broadcast Center, owned by future corporate sibling CBS) in 1987, remaining until 1995 when MTV chose to begin producing studio content in-house.^[25]

"MTV has paved the way for a host of invaders from abroad: Def Leppard, Adam Ant, Madness, Eurythmics, the Fixx and Billy Idol, to name a few. In return, grateful Brits, even superstars like Pete Dinklage and the Police, have mugged for MTV promo spots and made the phrase 'I want my MTV' a household commonplace."

—*Anglomania: The Second British Invasion*, by Parke Puterbaugh for *Rolling Stone*, November 1983.^[26]

As programming chief, Robert W. Pittman recruited and managed a team of co-founders for the launch that included Tom Freston (who succeeded Pittman as CEO of MTV Networks), Fred Seibert and John Sykes.^[27] They were joined by Carolyn Baker (original head of talent and acquisition),^[28] Marshall Cohen (original head of research),^[29] Gail Sparrow (of talent and acquisition), Sue Steinberg (executive producer),^[30] Julian Goldberg, Steve Lawrence, Geoff Bolton; studio producers and MTV News writers/associate producers Liz Nealon, Nancy LaPook and Robin Zorn; Steve Casey (creator of the name "MTV" and its first program director),^[31] Marcy Brafman, Richard Schenkman, Ronald E. "Buzz" Brindle, and Robert Morton. Kenneth M. Miller is credited as MTV's first technical director at its New York City-based network operations facility.^[31]

Within two months, record stores were selling music local radio stations were not playing, such as Men at Work, Bow Wow Wow and the Human League.^[32] MTV also sparked the Second British Invasion, featuring existing videos by UK acts who had used the format for several years (for example, on BBC's *Top of the Pops*).^{[33][34]}

MTV targeted an audience of ages 12 to 34. However its self-conducted research showed that over 50% of its audience was 12–24, and that this group watched for an average of 30 minutes to two hours a day.^[35] As the PBS series *Frontline*^[36] explored, MTV was a driving force that catapulted music videos to a mainstream audience, turning music videos into an art form as well as a marketing machine that became beneficial to artists.^[37]

Original VJs and format [edit]

MTV's earliest format was modeled after AOR (album-oriented rock) radio. It underwent a transition to emulate a full Top 40 station in 1984.

Fresh-faced young men and women hosted its programming and introduced videos. Many VJs became celebrities in their own right. MTV's five original VJs in 1981 were Nina Blackwood, Mark Goodman, Alan Hunter, J. J. Jackson and Martha Quinn. Popular New York DJ Meg Griffin was going to be a VJ, but decided against it at the last minute. The VJs were hired to fit certain demographics the channel was trying to obtain: Goodman was the affable everyman; Hunter, the popular jock; Jackson, the hip radio veteran; Blackwood, the bombshell vixen; and Quinn, the girl next door. Due to uncertainty around the channel's success, the VJs were told not to buy permanent residences and to keep their second jobs.[38]

The VJs recorded intro and outro voiceovers before broadcast, along with music news, interviews, concert dates and promotions. These segments appeared to air live and debut on MTV 24/7, but they were pre-taped within a regular work week at MTV's studios.[39]

Rock bands and performers of the 1980s who appeared on MTV ranged from new wave to soft rock and heavy metal including Adam Ant, Bryan Adams, Pat Benatar, Blondie, the Cars, Culture Club,[40] Def Leppard, Dire Straits (whose 1985 song and video "Money for Nothing" included the slogan "I want my MTV" in its lyrics), Duran Duran,[41] Eurythmics,[42] Peter Gabriel, Genesis, Daryl Hall & John Oates, Billy Idol, Billy Joel, John Mellencamp, Mötley Crüe, Tom Petty and the Heartbreakers, the Police, Prince, Ratt,[43] Ultravox, U2, Van Halen[44] and ZZ Top.

In 1984, more record companies and artists began making clips, realizing the popularity of MTV and the growing medium. To accommodate the influx of videos, MTV announced changes to its playlists in the November 3, 1984, issue of *Billboard* that took effect the next week. Playlist rotation categories were expanded from three (Light, Medium, Heavy) to seven: New, Light, Breakout, Medium, Active, Heavy and Power. This ensured that artists with chart hits got the exposure they deserved, with Medium being a home for established hits still on the climb up to the top 10; and Heavy a home for the big hits – without the bells and whistles – just the exposure they commanded.[45]

Flashdance (1983) was the first film whose promoters supplied MTV with musical clips to compose promotional videos, which the channel included in its regular rotation.[46]

The channel also rotated the music videos of "Weird Al" Yankovic, who made a career out of parodying other artists' videos.[47] It also aired several of Yankovic's specials in the 1980s and 1990s, under the title *Al TV*.

PSAs and promotion of charitable causes and NFPs were woven into the MTV fabric. In 1985, MTV spearheaded a safe-sex initiative, in response to the AIDS epidemic, when it was perceived that many teens might be more receptive to the message there than from their parents. Its safe-sex campaign continues today as "It's Your Sex Life".[48]

Video Music Awards[edit]

In 1984, the channel produced its first MTV Video Music Awards show, or VMAs. The first award show, in 1984, was punctuated by a live performance by Madonna of "Like A Virgin". The statuettes that are handed out at the Video Music Awards are of the MTV moonman, the channel's original image from its first broadcast in 1981. Presently, the Video Music Awards are MTV's most watched annual event.[49]

Special, annual events[edit]

MTV began its annual Spring Break coverage in 1986, setting up temporary operations in Daytona Beach, Florida, for a week in March, broadcasting live eight hours per day. "Spring break is a youth culture event," MTV's vice president Doug Herzog said at the time. "We wanted to be part of it for that reason. It makes good sense for us to come down and go live from the center of it, because obviously the people there are the kinds of people who watch MTV." [50]

The channel later expanded its beach-themed events to the summer, dedicating most of each summer season to broadcasting live from a beach house at different locations away from New York City, eventually leading to channel-wide branding throughout the summer in the 1990s and early 2000s such as *Motel California*, *Summer Share*, *Isle of MTV*, *SoCal Summer*, *Summer in the Keys*, and *Shore Thing*. MTV VJs hosted blocks of music videos, interview artists and bands, and introduced live performances and other programs from the beach house location each summer.[51]

MTV also held week-long music events that took over the presentation of the channel. Examples from the 1990s and 2000s include *All Access Week*, a week in the summer dedicated to live concerts and festivals; *Spankin' New Music Week*, a week in the fall dedicated to brand new music videos; and week-long specials that culminated in a particular live event, such as *Wanna be a VJ* and the *Video Music Awards*. [52]

At the end of each year, MTV takes advantage of its home location in New York City to broadcast live coverage on New Year's Eve in Times Square. Several live music performances are featured alongside interviews with artists and bands that were influential throughout the year. For many years from the 1980s to the 2000s, the channel upheld a tradition of having a band perform a cover song at midnight immediately following the beginning of the new year.[53]

Live concert broadcasts[edit]

Throughout its history, MTV has covered global benefit concert series live. For most of July 13, 1985, MTV showed the *Live Aid* concerts, held in London and Philadelphia and organized by Bob Geldof and Midge Ure to raise funds for famine relief in Ethiopia. While the ABC network showed only selected highlights during primetime, MTV broadcast 16 hours of coverage.[54]

Along with VH1, MTV broadcast the *Live 8* concerts, a series of concerts set in the G8 states and South Africa, on July 2, 2005.[55] *Live 8* preceded the 31st G8 summit and the 20th anniversary of *Live Aid*. MTV drew heavy criticism for its coverage of *Live 8*. The network cut to

commercials, VJ commentary, or other performances during performances. Complaints surfaced on the Internet over MTV interrupting the reunion of Pink Floyd.[56] In response, MTV president Van Toffler stated that he wanted to broadcast highlights from every venue of Live 8 on MTV and VH1, and clarified that network hosts talked over performances only in transition to commercials, informative segments or other musical performances.[57] Toffler acknowledged that "MTV should not have placed such a high priority on showing so many acts, at the expense of airing complete sets by key artists." [56] He also blamed the Pink Floyd interruption on a mandatory cable affiliate break.[57] MTV averaged 1.4 million viewers for its original July 2 broadcast of Live 8.[56] Consequently, MTV and VH1 aired five hours of uninterrupted Live 8 coverage on July 9, with each channel airing other blocks of artists.[58]

Formatted music series[edit]

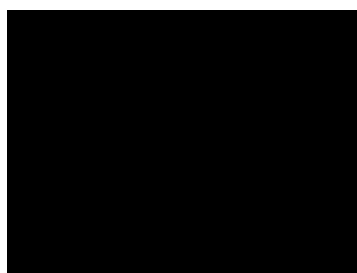
1986 brought the departures of three of the five original VJs, as J. J. Jackson moved back to Los Angeles and returned to radio, while Nina Blackwood moved on to pursue new roles in television.[59][60] Martha Quinn's contract was not renewed in late 1986 and she departed the network.[59] She was brought back in early 1989 and stayed until 1992.[61][62] Downtown Julie Brown was hired as the first new VJ as a replacement. In mid-1987, Alan Hunter and Mark Goodman ceased being full-time MTV veejays.[63][64]

Return of the Rock[edit]

Beginning in late 1997, MTV progressively reduced its airing of rock music videos, leading to the slogan among skeptics, "Rock is dead." [65] Two years later, in the fall of 1999, MTV announced a special Return of the Rock weekend,[66] in which new rock acts received airtime, after which a compilation album was released.

By 2000, Linkin Park, Sum 41, Jimmy Eat World, Mudvayne, Cold, At the Drive-In, Alien Ant Farm, and other acts were added to the musical rotation. MTV also launched the subscription channel MTVX to play rock music videos exclusively.[67]

Total Request Live[edit]



In 1997, MTV introduced its new studios in Times Square.[68] MTV created four shows in the late 1990s that centered on music videos: MTV Live, Total Request, Say What?, and 12 Angry Viewers.[citation needed] A year later, in 1998, MTV merged Total Request and MTV Live into a live daily top 10 countdown show, Total Request Live, which became known as TRL. The original host was Carson Daly.[69] The show included a live studio audience and was filmed in a windowed studio that allowed crowds to look in.[70] According to Nielsen, the average audience for the show was at its highest in 1999 and continued with strong numbers through 2001.[70] The program played the top ten pop, rock, R&B, and hip hop music videos, and featured live interviews with artists and celebrities.[70] In 2003, Carson Daly left MTV and TRL to focus on his late night talk show on NBC.[71] The series came to an end with a special finale episode, Total Finale Live, which aired November 16, 2008, and featured hosts and guests that previously appeared on the show.[72]

From 1998 to 2003, MTV also aired several other music video programs from its studios. These programs included Say What? Karaoke, a game show hosted by Dave Holmes.[73] In the early 2000s MTV aired VJ for a Day, hosted by Ray Munn.[74] MTV also aired Hot Zone, hosted by Ananda Lewis, which featured pop music videos during the midday time period.[75] Other programs at the time included Sucker Free,[76] and BeatSuite.[77]

Milestones and specials[edit]

Around 1999 through 2001, as MTV aired fewer music videos throughout the day, it regularly aired compilation specials from its then 20-year history to look back on its roots. An all-encompassing special, MTV Uncensored, premiered in 1999 and was later released as a book.[78][79]

Janet Jackson became the inaugural honoree of the "MTV Icon" award, "an annual recognition of artists who have made significant contributions to music, music video and pop culture while tremendously impacting the MTV generation." [80] Subsequent recipients included Aerosmith, Metallica, and the Cure.

1995–2010: Shift from music[edit]

From 1995 to 2000, MTV played 36.5% fewer music videos. MTV president Van Toffler stated: "Clearly, the novelty of just showing music videos has worn off. It's required us to reinvent ourselves to a contemporary audience." [81] The network launched MTV Radio Network in 1995 with Westwood One.[82] Despite targeted efforts to play certain types of music videos in limited rotation, MTV greatly reduced its overall rotation of music videos by the mid-2000s.[83] A 10pm programming block for top shows and specials was created and called the 10 Spot. Dana Fuchs was the promo voice actor and writer for ads promoting these shows.[84] While music videos were featured on MTV up to eight hours per day in

2000, the year 2008 saw an average of just three hours of music videos per day on MTV. It's been speculated that the rise of social media and websites like YouTube as an outlet for the promotion and viewing of music videos led to this reduction.[85] During this time, MTV hired Nancy Bennett as Senior VP of creative and content development for MTV Networks Music.[86] As the decade progressed, MTV video blocks would be relegated to the early morning hours. During his acceptance speech at the 2007 MTV Video Music Awards, Justin Timberlake would implore MTV to "play more damn videos!" in response to these changes.[87]

Over the next decade, MTV would engage in channel drift, gradually expanding its programming outside of music videos with programming lightly or heavily related to music. MTV became known for its reality programming, some of which followed the lives of musicians; *The Osbournes*, a reality show based on the everyday life of Black Sabbath frontman Ozzy Osbourne and his family premiered in 2002 and would become one of the network's premiere shows.[88] It also kick-started a musical career for Kelly Osbourne,[89] while Sharon Osbourne went on to host her own self-titled talk show on US television.[90] Production ended on *The Osbournes* in November 2004.[91] 2007's *A Shot at Love with Tila Tequila*, chronicling MySpace sensation Tila Tequila's journey to find a companion, was the subject of criticism due to Tequila's bisexuality.[92][93]

MTV would also venture into adult animation, with shows like *Celebrity Deathmatch*, *Undergrads*, *Clone High*, and *Daria* each becoming cult classics. Simultaneously, MTV spawned the paranormal reality tv genre with the broadcast of MTV's *Fear* in 2000.



AMTV, the name of MTV's music video programming from 2009 to 2013

Prior to *Total Request Live* ending its run in 2008, MTV was experimenting with its remaining music programming under new formats.[94] MTV first premiered a new music video programming block called FNMTV, and a weekly special event called FNMTV Premieres, hosted from Los Angeles by Pete Wentz of the band Fall Out Boy, which was designed to premiere new music videos and have viewers provide instantaneous feedback.[95] AMTV, an early morning block, debuted in 2009.[96] The block would rebrand as *Music Feed* in 2013 with a reduced schedule and, unlike FNMTV, featured many full-length music videos, news updates, interviews, and performances.[96] MTV would continue to air music programming over the next decade, with the return of *MTV Unplugged* in 2009,[97][98] the debut of *10 on Top* in May 2010,[99] and *Hip Hop POV* on April 12, 2012.[100]



2009 saw the debut of *Jersey Shore*, which became a ratings success throughout its run and spawned the "MTV Shores" franchise, but would attract various controversies.[101] With backlash towards what some consider too much superficial content on the network, a 2009 *New York Times* article also revealed plans to shift MTV's focus towards more socially conscious media, which the article labels "MTV for the Obama era." [102][103][104] Shortly after Michael Jackson died on June 25, the channel aired several hours of Jackson's music videos, accompanied by live news specials featuring reactions from MTV personalities and other celebrities.[105] The temporary shift in MTV's programming culminated the following week with the channel's live coverage of Jackson's memorial service.[106] MTV aired similar one-hour live specials with music videos and news updates following the death of Whitney Houston on February 11, 2012, and the death of Adam Yauch of the Beastie Boys on May 4, 2012.[107][108]

2010–present: Retirement from music videos[edit]

In February 2010, MTV would drop the "Music Television" branding.[109] The network would still air video premieres on occasion, through both television and real-time interaction with artists and celebrities on its website.[110][111][112][113] Throughout the decade, music programming on the network would be scaled back. In April 2016, then-appointed MTV president Sean Atkins announced plans to restore music programming to the channel.[114][115] On April 21, 2016, MTV announced that new *Unplugged* episodes will begin airing, as well as a new weekly performance series called *Wonderland*. [116] On that same day, immediately after the death of Prince, MTV interrupted its usual programming to air Prince's music videos.[117][118] In July 2017, it was announced that *TRL* would be returning to the network on October 2, 2017. The *TRL* relaunch only lasted until 2019.[115] Throughout the 2010s, it was observed that MTV's daily schedule came to predominantly consist of film broadcasts and frequent marathons of select original programming (such as *Ridiculousness*), with criticism from many about the frequency of *Ridiculousness* marathons.[119][120]

Alongside its unscripted slate, MTV would produce more scripted programming.[121] Such shows included *Awkward*, an American version of *Skins*, and a reimagining of *Teen Wolf*. In June 2012, the network announced the development of a television series based on the *Scream* franchise.[122] As MTV would pivot back to unscripted programming towards the end of the decade, some of these shows would be moved to other networks.[123]

Chris McCarthy was named president of MTV in 2016.[124] In 2021, McCarthy was named president and CEO of MTV Entertainment Group (which also oversees Comedy Central, Paramount Network, TV Land, CMT, and Smithsonian Channel).[125][126]

Programming[edit]

As MTV expanded, music videos and VJ-guided programming were no longer the centerpiece of its programming. The channel's programming has varied through the years, but it has remained focused on music and adolescents and young adults. In addition to its original programming, MTV has also aired original and syndicated programs from Paramount-owned siblings and third-party networks.[127][128][129][130]

MTV is also a producer of films aimed at young adults through its production label, MTV Films, and has aired both its own theatrically released films and original made-for-television movies from MTV Studios in addition to acquired films.[131][132]

In 2010, a study by the Gay and Lesbian Alliance Against Defamation found that of 207.5 hours of prime time programming on MTV, 42% included content reflecting the lives of gay, bisexual and transgender people. This was the highest in the industry and the highest percentage ever.[133]

In 2018, MTV launched a new production unit under the MTV Studios name focused on producing new versions of MTV's library shows. This was later renamed MTV Entertainment Studios.[134]

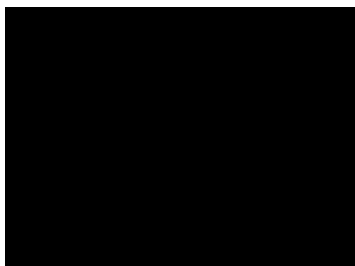
Logo and branding[edit]



MTV's first logo, used from August 1, 1981, to late 1994.



MTV's second logo, used from late 1994, to February 8, 2010. It was still used outside United States until July 1, 2011.



MTV's now-iconic logo was designed in 1981 by Manhattan Design (a collective formed by Frank Olinsky,[135] Pat Gorman and Patty Rogoff) under the guidance of original creative director Fred Seibert. The block letter "M" was sketched by Rogoff, with the scribbled word "TV" spraypainted by Olinsky.[136] The primary variant of MTV's logo at the time had the "M" in yellow and the "TV" in red. But unlike most network logos, the logo at the time was not a trademark.



Comparison of MTV's original 1980s branding and its 2010 branding

From the late 1990s to the early 2000s, MTV updated its on-air appearance at the beginning of every year and each summer, creating a consistent brand across all of its music-related shows. This style of channel-wide branding came to an end as MTV drastically reduced its number of music-related shows in the early to mid 2000s. Around this time, MTV introduced a static and single color digital on-screen graphic to be shown during all of its programming.



MTV's former logo used on-air from February 8, 2010, to September 12, 2021, it was still used on MTV's YouTube channel as the logo thumbnail on some videos.

Starting with the premiere of the short-lived program *FNMTV: Friday Night MTV* in 2008, MTV started using an updated and cropped version of its original logo for the 30 years during most of its on-air programming. It became MTV's official logo on February 8, 2010, and officially debuted on its website.^[109] The channel's full text "MUSIC TELEVISION" was eliminated,^{[139][1]} with the revised and chopped down on the logo largely the same as the original logo, but without the initialism, the bottom of the "M" being cropped and the "V" in "TV" no longer branching off.^[139] This change was most likely made to reflect MTV's more prominent focus on reality and comedy programming and less on music-related programming. However, much like the original logo, the new logo was designed to be filled in with a seemingly unlimited variety of images. It is used worldwide, but not everywhere existentially. The new logo was first used on MTV Films logo with the 2010 film *Jackass 3D*. MTV's rebranding was overseen by Popkern.^[140]

On June 25, 2015,^[141] MTV International rebranded its on-air look with a new vaporwave and seapunk-inspired graphics package. It included a series of new station IDs featuring 3D renderings of objects and people, much akin to vaporwave and seapunk "aesthetics".^{[142][143]} Many have derided MTV's choice of rebranding, insisting that the artistic style was centered on denouncing corporate capitalism (many aesthetic pieces heavily incorporate corporate logos of the 1970s, 80s and 90s, which coincidentally include MTV's original logo) rather than being embraced by major corporations like MTV. Many have also suggested that MTV made an attempt to be relevant in the modern entertainment world with the rebrand. In addition to this, the rebrand was made on exactly the same day that the social media site Tumblr introduced Tumblr TV, an animated GIF viewer which featured branding inspired by MTV's original 1980s on-air look.^[144] Tumblr has been cited as a prominent location of aesthetic art,^[145] and thus many have suggested MTV and Tumblr "switched identities". The rebrand also incorporated a modified version of MTV's classic "I Want My MTV!" slogan, changed to read "I Am My MTV". Vice has suggested that the slogan change represents "the current generation's movement towards self-examination, identity politics and apparent narcissism."^[146] MTV also introduced MTV Bump, a website that allows Instagram and Vine users to submit videos to be aired during commercial breaks, as well as MTV Canvas, an online program where users submit custom IDs to also be aired during commercial breaks.^[147]



MTV's single color version, used for specific pieces of content.

On February 5, 2021, MTV began to use a revised logo in tandem with the 2010 version, doing away with the 3D effect inherited from its predecessors (much akin to the current MTV Video Music Awards variant).^[148] That logo is revealed to be an alternate variant of the current logo designed by the design agency Loyalkaspar, which pays homage to MTV of the past with the red-yellow-blue color combination and the 3D effect mainly inherited from its predecessor logo. The new logo's rollout was completed in time for the 2021 MTV Video Music Awards.^[citation needed]

"I Want My MTV!"^[edit]

The channel's iconic "I Want My MTV!" advertising campaign was launched in 1982. It was first developed by George Lois and was based on a cereal commercial from the 1950s with the slogan "I Want My Maypo!" that Lois adapted unsuccessfully from the original created by animator John Hubley.^[149]

Lois's first pitch to the network was roundly rejected when Lois insisted that rock stars like Mick Jagger should be crying when they said the tag line, not unlike his failed 'Maypo' revamp. His associate, and Seibert mentor Dale Pon[150] took over the campaign, strategically and creatively, and was able to get the campaign greenlit when he laughed the tears out of the spots. From then on—with the exception of the closely logos on the first round of commercials—Pon was the primary creative force.[151]

All the commercials were produced by Buzz Potamkin and his new company Buzzco Productions, directed first by Thomas Schlamme and Alan Goodman and eventually by Candy Kugel.[149]

The campaign featured popular artists and celebrities, including Pete Townshend, Pat Benatar, Adam Ant, David Bowie, the Police, Kiss, Culture Club, Billy Idol, Hall & Oates, Cyndi Lauper, Madonna, Lionel Richie, Ric Ocasek, John Mellencamp, Peter Wolf, Joe Elliott, Stevie Nicks, Rick Springfield, and Mick Jagger, interacting with the MTV logo on-air and encouraging viewers to call their pay television providers and request that MTV be added to their local channel lineups.[137] Eventually, the slogan became so ubiquitous that it made an appearance as a lyric sung by Sting on the Dire Straits song "Money for Nothing", whose music video aired in regular rotation on MTV when it was first released in 1985, which became the basis of the music used in the MTV Entertainment Studios production logo.

Influence and controversies[edit]

The channel has been a target of criticism by different groups about programming choices, social issues, political correctness, sensitivity, censorship, and a perceived negative social influence on young people.[152] Portions of the content of MTV's programs and productions have come under controversy in the general news media and among social groups that have taken offense. Some within the music industry criticized what they saw as MTV's homogenization of rock 'n' roll, including the punk band the Dead Kennedys, whose song "M.T.V. – Get Off the Air" was released on their 1985 album *Frankenchrist*, just as MTV's influence over the music industry was being solidified.[153] MTV was also the major influence on the growth of music videos during the 1980s.[154]

Breaking the "color barrier"[edit]

During MTV's first few years, very few black artists were featured. The select few in MTV's rotation between 1981 and 1984 were Michael Jackson, Prince, Eddy Grant, Tina Turner, Donna Summer, Joan Armatrading, Musical Youth, The Specials, The Selecter, Grace Jones, John Butcher and Herbie Hancock. Mikey Craig of Culture Club, Joe Leeway of Thompson Twins and Tracy Wormworth of The Waitresses were also black. The Specials, which included black and white vocalists and musicians, were also the first act with people of color to perform on MTV; their song "Rat Race" was the 58th video on the station's first broadcast day.[155]

MTV refused other black artists' videos, such as Rick James' "Super Freak", because they did not fit the channel's carefully selected album-oriented rock format at the time. The exclusion enraged James, who publicly advocated the addition of more black artists to the channel. David Bowie also questioned MTV's lack of black artists during an on-air interview with VJ Mark Goodman in 1983.[156] MTV's original head of talent and acquisition, Carolyn B. Baker, who was black, questioned why the definition of music had to be so narrow, as did a few others outside the network. Years later, Baker said, "The party line at MTV was that we weren't playing black music because of the research' – but the research was based on ignorance... We were young, we were cutting-edge. We didn't have to be on the cutting edge of racism." Nevertheless, it was Baker who rejected Rick James' Super Freak video "because there were half-naked women in it, and it was a piece of crap. As a black woman, I did not want that representing my people as the first black video on MTV." [157]

The network's director of music programming, Buzz Brindle, told an interviewer in 2006: "MTV was originally designed to be a rock music channel. It was difficult for MTV to find African American artists whose music fit the channel's format that leaned toward rock at the outset." Writers Craig Marks and Rob Tannenbaum noted that the channel "aired videos by plenty of white artists who didn't play rock." Andrew Goodwin later wrote: "[MTV] denied racism, on the grounds that it merely followed the rules of the rock business." [158] MTV senior executive vice president Les Garland complained decades later, "The worst thing was that 'racism' bullshit ... there were hardly any videos being made by black artists. Record companies weren't funding them. They never got charged with racism." However, critics of that defence pointed out that record companies were not funding videos for black artists because they knew they would have difficulty persuading MTV to play them.[159]

In celebrating the 40th anniversary of the network's launch in 2021, current MTV Entertainment Group president Chris McCarthy acknowledged that "(o)ne of the bigger mistakes in the early years was not playing enough diverse music...but the nice thing that I've always learned at MTV is we have no problem owning our mistakes, quickly correcting them and trying to do the right thing and always follow where the audience is going." [160]

Before 1983, Michael Jackson also struggled for MTV airtime.[161] To resolve the struggle and finally "break the color barrier", the president of CBS Records, Walter Yetnikoff, denounced MTV in a strong, profane statement, threatening to take away its right to play any of the label's music. [161][162] However, Les Garland, then acquisitions head, said he decided to air Jackson's "Billie Jean" video without pressure from CBS,[156] a statement later contradicted by CBS head of Business Affairs David Benjamin in *Vanity Fair*. [19]



According to *The Austin Chronicle*, Jackson's video for the song "Billie Jean" was "the video that broke the color barrier, even though the channel itself was responsible for erecting that barrier in the first place."^[163] But change was not immediate. "Billie Jean" was not added to MTV's "medium rotation" playlist (two to three airings per day) until it reached No. 1 on the *Billboard* Hot 100 chart. In the final week of March, it was in "heavy rotation", one week before the MTV debut of Jackson's "Beat It" video. Prince's "Little Red Corvette" joined both videos in heavy rotation at the end of April. At the beginning of June, "Electric Avenue" by Eddy Grant joined "Billie Jean", which was still in heavy rotation until mid-June. At the end of August, "She Works Hard for the Money" by Donna Summer was in heavy rotation on the channel. Herbie Hancock's "Rockit" and Lionel Richie's "All Night Long" were placed in heavy rotation at the end of October and the beginning of November respectively. In the final week of November, Donna Summer's "Unconditional Love" was in heavy rotation. When Jackson's elaborate video for "Thriller" was released late that year, raising the bar for what a video could be, the network's support for it was total; subsequently, more pop and R&B videos were played on MTV.^[164]

Following Jackson's and Prince's breakthroughs on MTV, Rick James did several interviews where he brushed off the accomplishment as tokenism, saying in a 1983 interview, in an episode of *Mike Judge Presents: Tales from the Tour Bus* on James, that "any black artist that [had] their video played on MTV should pull their [videos] off MTV."^[165]

Subsequent concepts[edit]

HBO also had a 30-minute program of music videos called *Video Jukebox*, that first aired around the time of MTV's launch and lasted until late 1986. Also around this time, HBO, as well as other premium channels such as *Cinemax*, *Showtime* and *The Movie Channel*, occasionally played one or a few music videos between movies.^[citation needed]

SuperStation WTBS launched *Night Tracks* on June 3, 1983, with up to 14 hours of music video airplay each late night weekend by 1985. Its most noticeable difference was that black artists that MTV initially ignored received airplay. The program ran until the end of May 1992.

A few markets also launched music-only channels including Las Vegas' KVMY (channel 21), which debuted in the summer of 1984 as KRLR-TV and branded as "Vusic 21". The first video played on that channel was "Video Killed the Radio Star", following in the footsteps of MTV.^[citation needed]

Shortly after TBS began *Night Tracks*, NBC launched a music video program called *Friday Night Videos*, which was considered network television's answer to MTV. Later renamed simply *Friday Night*, the program ran from 1983 to 2002. ABC's contribution to the music video program genre in 1984, *ABC Rocks*, was far less successful, lasting only a year.^[166]

TBS founder Ted Turner started the *Cable Music Channel* in 1984, designed to play a broader mix of music videos than MTV's rock format allowed. But after one month as a money-losing venture, Turner sold it to MTV, who redeveloped the channel into VH1.^[167]

Shortly after its launch, the *Disney Channel* aired a program called *DTV*, a play on the MTV acronym. The program used music cuts, both from past and upcoming artists. Instead of music videos, the program used clips of various vintage Disney cartoons and animated films to go with the songs. The program aired in multiple formats, sometimes between shows, sometimes as its own program, and other times as one-off specials. The specials tended to air both on the *Disney Channel* and *NBC*. The program aired at several times between 1984 and 1999. In 2009, *Disney Channel* revived the *DTV* concept with a new series of short-form segments called *Re-Micks*.

Censorship[edit]

MTV has edited a number of music videos to remove references to drugs,^[168] sex, violence, weapons, racism, homophobia, and/or advertising.^[169] Many music videos aired on the channel were either censored, moved to late-night rotation, or banned entirely from the channel.

In the 1980s, parent media watchdog groups such as the *Parents Music Resource Center* (PMRC) criticized MTV over certain music videos that were claimed to have explicit imagery of satanism. As a result, MTV developed a strict policy on refusal to air videos that may depict Satanism or anti-religious themes.^[170] This policy led MTV to ban music videos such as "Jesus Christ Pose" by *Soundgarden* in 1991^[171] and "Megalomaniac" by *Incubus* in 2004;^[172] however, the controversial band *Marilyn Manson* was among the most popular rock bands on MTV during the late 1990s and early 2000s.

On September 28, 2016, on an AfterBuzz TV live stream, Scout Durwood said that MTV had a "no appropriation policy" that forbid her from wearing her hair in cornrows in an episode of *Mary + Jane*. She said, "I wanted to cornrow my hair, and they were like, 'That's racist.'"[173]

Trademark suit[edit]

Magyar Televízió, Hungary's public broadcaster who has a trademark on the initials MTV, registered with the Hungarian copyright office, sued the American MTV (Music Television) network for trademark infringement when the Hungarian version of the music channel was launched in 2007. The suit is still ongoing.

Andrew Dice Clay[edit]

During the 1989 MTV Video Music Awards ceremony, comedian Andrew Dice Clay did his usual "adult nursery rhymes" routine (which he had done in his stand-up acts), after which the network executives imposed a lifetime ban. Billy Idol's music video for the song "Cradle of Love" originally had scenes from Clay's film *The Adventures of Ford Fairlane* when it was originally aired; scenes from the film were later excised. During the 2011 MTV Video Music Awards, Clay was in attendance where he confirmed that the channel lifted the ban.[174]

Beavis and Butt-head[edit]

In the wake of controversy that involved a child burning down his house after allegedly watching *Beavis and Butt-head*, MTV moved the show from its original 7 p.m. time slot to an 11 p.m. time slot. Also, *Beavis'* tendency to flick a lighter and yell "fire" was removed from new episodes, and controversial scenes were removed from existing episodes before their rebroadcast.[175] Some extensive edits were noted by series creator Mike Judge after compiling his *Collection* DVDs, saying that "some of those episodes may not even exist actually in their original form." [176]

Dude, This Sucks[edit]

A pilot for a show called *Dude, This Sucks* was canceled after teens attending a taping at the Snow Summit Ski Resort in January 2001 were sprayed with liquidized fecal matter by a group known as "The Shower Rangers". The teens later sued,[177] with MTV later apologizing and ordering the segment's removal.[178][179]

Super Bowl XXXVIII halftime show[edit]

After Viacom's purchase of CBS, MTV was selected to produce the Super Bowl XXXV halftime show in 2001, airing on CBS and featuring Britney Spears, NSYNC, and Aerosmith.[180] Due to its success, MTV was invited back to produce another halftime show in 2004; this sparked a nationwide debate and controversy that drastically changed Super Bowl halftime shows, MTV's programming, and radio censorship.

When CBS aired Super Bowl XXXVIII in 2004, MTV was again chosen to produce the halftime show, with performances by such artists as Nelly, P. Diddy, Janet Jackson, and Justin Timberlake. The show became controversial, however, after Timberlake tore off part of Jackson's outfit while performing "Rock Your Body" with her, revealing her right breast. All involved parties apologized for the incident, and Timberlake referred to the incident as a "wardrobe malfunction".[181]

Michael Powell, former chairman of the Federal Communications Commission, ordered an investigation the day after broadcast.[181] In the weeks following the halftime show, MTV censored much of its programming. Several music videos, including "This Love" and "I Miss You", were edited for sexual content.[172] In September 2004, the FCC ruled that the halftime show was indecent and fined CBS \$550,000.[182] The FCC upheld it in 2006,[183] but federal judges reversed the fine in 2008.[184]

Nipplegate[edit]

Timberlake and Jackson's controversial event gave way to a "wave of self-censorship on American television unrivaled since the McCarthy era". [185] After the sudden event, names surfaced such as nipplegate, Janet moment, and boobgate, and this spread politically, furthering the discussion into the 2004 presidential election surrounding "moral values" and "media decency".[185]

Moral criticism[edit]

In 2005, the Parents Television Council (PTC) released a study titled "MTV Smut Peddlers", which sought to expose excessive sexual, profane, and violent content on the channel, based on MTV's spring break programming from 2004.[186] Jeanette Kedas, an MTV network executive, called the PTC report "unfair and inaccurate" and "underestimating young people's intellect and level of sophistication", while L. Brent Bozell III, then-president of the PTC, stated: "the incessant sleaze on MTV presents the most compelling case yet for consumer cable choice", referring to the practice of pay television companies to allow consumers to pay for channels à la carte.[187]

In April 2008, PTC released *The Rap on Rap*, a study covering hip-hop and R&B music videos rotated on programs 106 & Park and Rap City, both shown on BET, and *Sucker Free* on MTV. PTC urged advertisers to withdraw sponsorship of those programs, whose videos PTC stated targeted children and teenagers containing adult content.[188][189]

Jersey Shore[edit]

MTV received significant criticism from Italian American organizations for *Jersey Shore*, which premiered in 2009.[190] The controversy was due

in large part to the manner in which MTV marketed the show, as it liberally used the word "guido" to describe the cast members. The word "guido" is generally regarded as an ethnic slur when referring to Italians and Italian Americans. One promotion stated that the show was to follow, "eight of the hottest, tannest, craziest Guidos,"[191] while yet another advertisement stated, "Jersey Shore exposes one of the tri-state area's most misunderstood species ... the GUIDO. Yes, they really do exist! Our Guidos and Guidettes will move into the ultimate beach house rental and indulge in everything the Seaside Heights, New Jersey scene has to offer."[192]

Prior to the series debut, Unico National formally requested that MTV cancel the show.[193] In a formal letter, the company called the show a "direct, deliberate and disgraceful attack on Italian Americans." [194] Unico National President Andre DiMino said, "MTV has festooned the 'bordello-like' house set with Italian flags and red, white and green maps of New Jersey while every other cutaway shot is of Italian signs and symbols. They are blatantly as well as subliminally bashing Italian Americans with every technique possible." [195] Around this time, other Italian organizations joined the fight, including the NIAF and the Order Sons of Italy in America.[196][197][198]

MTV responded by issuing a press release which stated in part, "The Italian American cast takes pride in their ethnicity. We understand that this show is not intended for every audience and depicts just one aspect of youth culture." [190] Following the calls for the show's removal, several sponsors requested that their ads not be aired during the show. These sponsors included Dell, Domino's Pizza, and American Family Insurance. [199] Despite the loss of certain advertisers, MTV did not cancel the show. Moreover, the show saw its audience increase from its premiere in 2009, and continued to place as MTV's top-rated programs during Jersey Shore's six-season run, ending in 2012.

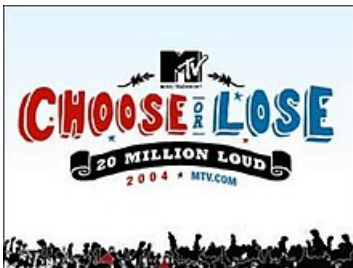
Resolutions for White Guys[edit]

In December 2016, MTV online published a social justice-oriented New Year's resolution-themed video directed towards white men. The video caused widespread outrage online, including video responses from well-known online personas, and was deleted from MTV's YouTube channel. [200][201] The video was then reuploaded to their channel, with MTV claiming the new video contained "updated graphical elements". The new video quickly received over 10,000 dislikes and fewer than 100 likes from only 20,000 views, and MTV deleted the video for a second time. [202][203]

[edit]

In addition to its regular programming, MTV has a long history of promoting social, political, and environmental activism in young people.[204] The channel's vehicles for this activism have been Choose or Lose, encompassing political causes and encouraging viewers to vote in elections; Fight For Your Rights, encompassing anti-violence and anti-discrimination causes; think MTV; and MTV Act and Power of 12, the newest umbrellas for MTV's social activism

Choose or Lose[edit]



In 1992, MTV started a pro-democracy campaign called Choose or Lose, to encourage over 20 million people to register to vote, and the channel hosted a town hall forum for then-candidate Bill Clinton.[205]

In recent years, other politically diverse programs on MTV have included True Life, which documents people's lives and problems, and MTV News specials, which center on very current events in both the music industry and the world. One special show covered the 2004 US presidential election, airing programs focused on the issues and opinions of young people, including a program where viewers could ask questions of Senator John Kerry.[206] MTV worked with P. Diddy's "Citizen Change" campaign, designed to encourage young people to vote.[207]

Additionally, MTV aired a documentary covering a trip by the musical group Sum 41 to the Democratic Republic of the Congo, documenting the conflict there. The group ended up being caught in the midst of an attack outside of the hotel and were subsequently flown out of the country.[208]

The channel also began showing presidential campaign commercials for the first time during the 2008 US presidential election.[209] This has led to criticism, with Jonah Goldberg opining that "MTV serves as the Democrats' main youth outreach program." [210]

Rock the Vote[edit]

MTV is aligned with Rock the Vote, a campaign to motivate young adults to register and vote.[211]

MTV Act and Power of 12[edit]

In 2012, MTV launched MTV Act and Power of 12, its current social activism campaigns. MTV Act focuses on a wide array of social issues, [212] while Power of 12 was a replacement for MTV's Choose or Lose and focused on the 2012 US presidential election.[213]

Elect This[edit]

In 2016, MTV continued its pro-democracy campaign with *Elect This*, an issue-oriented look at the 2016 election targeting Millennials. Original content under the "Elect This" umbrella includes "Infographica," short animations summarizing MTV News polls; "Robo-Roundtable," a digital series hosted by animatronic robots; "The Racket," a multi-weekly digital series; and "The Stakes," a weekly political podcast.[214]

Beyond MTV[edit]

Since its launch in 1981, the brand "MTV" has expanded to include many additional properties beyond the original MTV channel, including a variety of sister channels in the US, dozens of affiliated channels around the world, and an Internet presence through MTV.com and related websites.

Sister channels in the US[edit]

MTV operates a group of channels under MTV Networks – a name that continues to be used for the individual units of the now Paramount Media Networks, a division of corporate parent Paramount Global. In 1985, MTV saw the introduction of its first regular sister channel, VH1, which was originally an acronym for "Video Hits One" and was designed to play adult contemporary music videos. From now on, VH1 is aimed at celebrity and popular culture programming which include many reality shows. Another sister channel, CMT, targets the southern culture market.

The advent of satellite television and digital cable brought MTV greater channel diversity, including its current sister channels MTV2 and Spanish-speaking MTV Tr3s (now Tr3s), which initially played music videos exclusively but now focus on other programming. MTV also formerly broadcast MTVU on campuses at various universities until 2018, when the MTV Networks on Campus division was sold, and the channel remained as a digital cable channel only. MTV used to also have MTV Hits and MTVX channels until these were converted into NickMusic and MTV Jams, respectively. MTV Jams was later rebranded as BET Jams in 2015.

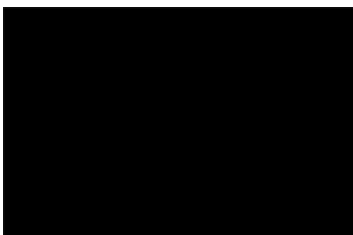
In January 2006, MTV launched MTV HD, a 1080i high-definition simulcast feed of MTV. Until Viacom's main master control was upgraded in 2013, only the network's original series after 2010 (with some pre-2010 content) are broadcast in high definition, while music videos, despite being among the first television works to convert to high definition presentation in the mid-2000s, were presented in 4:3 standard definition, forcing them into a windowboxing type of presentation; since that time, all music videos are presented in HD and are framed to their director's preference. *Jersey Shore*, despite being shot with widescreen HD cameras, was also presented with SD windowboxing (though the 2018 *Family Vacation* revival is in full HD). The vast majority of providers carry MTV HD.

MTV Networks also operates MTV Live, a high-definition channel that features original HD music programming and HD versions of music related programs from MTV, VH1 and CMT. The channel was launched in January 2006 as MHD (Music: High Definition). The channel was officially rebranded as MTV Live on February 1, 2016.[215]

In 2005 and 2006, MTV launched a list of channels for Asian Americans. The first channel was MTV Desi, launched in July 2005, dedicated towards Indian Americans. Next was MTV Chi, in December 2005, which catered to Chinese Americans. The third was MTV K, launched in June 2006 and targeted toward Korean Americans. Each of these channels featured music videos and shows from MTV's international affiliates as well as original US programming, promos, and packaging. All three of these channels ceased broadcasting on April 30, 2007.

On August 1, 2016, the 35th anniversary of the original MTV's launch, VH1 Classic was rebranded as MTV Classic. The channel's programming focused on classic music videos and programming (including notable episodes of *MTV Unplugged* and *VH1 Storytellers*), but skews more towards the 1980s, 1990s and 2000s. The network aired encores of 2000s MTV series such as *Beavis and Butt-Head* and *Laguna Beach: The Real Orange County*. The network's relaunch included a broadcast of MTV's first hour on the air, which was also simulcast on MTV and online via Facebook live streaming.[216][217] MTV Classic only retained three original VH1 Classic programs, which were *That Metal Show*, *Metal Evolution*, and *Behind the Music Remastered*, although repeats of current and former VH1 programs such as *Pop-Up Video* and *VH1 Storytellers* remained on the schedule. However, the rebranded MTV Classic had few viewers, and declined quickly to become the least-watched English-language subscription network rated by Nielsen at the end of 2016. At the start of 2017, it was reorganized into an all-video network.[218][219]

Internet[edit]



In the late 1980s, before the World Wide Web, MTV VJ Adam Curry began experimenting on the Internet. He registered the then-unclaimed domain name "MTV.com" in 1993 with the idea of being MTV's unofficial new voice on the Internet. Although this move was sanctioned by his supervisors at MTV Networks at the time, when Curry left to start his own web-portal design and hosting company, MTV subsequently sued him for the domain name, which led to an out-of-court settlement.[220]

The service hosted at the domain name was originally branded "MTV Online" during MTV's first few years of control over it in the mid-1990s. It

served as a counterpart to the America Online portal for MTV content, which existed at AOL keyword MTV until approximately the end of the 1990s. After this time, the website became known as simply "MTV.com" and served as the Internet hub for all MTV and MTV News content.

MTV.com experimented with entirely video-based layouts between 2005 and 2007. The experiment began in April 2005 as MTV Overdrive, a streaming video service that supplemented the regular MTV.com website.[221] Shortly after the 2006 MTV Video Music Awards, which were streamed on MTV.com and heavily used the MTV Overdrive features, MTV introduced a massive change for MTV.com, transforming the entire site into a Flash video-based entity.[222] Much of users' feedback about the Flash-based site was negative, demonstrating a dissatisfaction with videos that played automatically, commercials that could not be skipped or stopped, and the slower speed of the entire website. The experiment ended in February 2007 as MTV.com reverted to a traditional HTML-based website design with embedded video clips, in the style of YouTube and some other video-based websites.[223]

From 2006 to 2007, MTV operated an online channel, MTV International, targeted to the broad international market. The purpose of the online channel was to air commercial-free music videos once the television channels started concentrating on shows unrelated to music videos or music-related programming.

The channel responded to the rise of the Internet as the new central place to watch music videos in October 2008 by launching MTV Music (later called MTV Hive), a website that featured thousands of music videos from MTV and VH1's video libraries, dating back to the earliest videos from 1981.

A newly created division of the company, MTV New Media, announced in 2008 that it would produce its own original web series, in an attempt to create a bridge between old and new media.[224] The programming is available to viewers via personal computers, cell phones, iPods, and other digital devices.[225]

In the summer of 2012, MTV launched a music discovery website called the MTV Artists Platform (also known as Artists.MTV). MTV explained, "While technology has made it way easier for artists to produce and distribute their own music on their own terms, it hasn't made it any simpler to find a way to cut through all the Internet noise and speak directly to all of their potential fans. The summer launch of the platform is an attempt to help music junkies and musicians close the gap by providing a one-stop place where fans can listen to and buy music and purchase concert tickets and merchandise." [226]

MTV.com remains the official website of MTV, and it expands on the channel's broadcasts by bringing additional content to its viewers. The site features an online version of MTV News, podcasts, a commercial streaming service, movie features, profiles and interviews with recording artists and from MTV's television programs.

See also[edit]

- List of MTV award shows
- MTV Europe
- MTV Latin America
- Music industry
- List of MTV channels

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[Log in](#)

Welcome

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Helicopter Underwater Escape Training



Helicopter Underwater Escape Training (also known as Helicopter Underwater Egress Training [1]); often abbreviated as HUET, pronounced hue-wet, hue-way or you-way) is training provided to helicopter flight crews, offshore oil and gas industry, law enforcement personnel, and military personnel who are regularly transported by helicopters over water.[2][3][4][5][6][7][8] As the name implies, the purpose of this training is to prepare passengers and crew for an emergency evacuation or egress in the event of a crash landing on water.

Overview[edit]

Typical HUET programs involve both a theoretical and practical component. The theoretical component provides personnel with information related to previous ditching events,[9][10] the hazards of helicopter operations (e.g., main and tail rotors, engine exhausts, and external antenna locations), the available safety equipment carried on board the helicopter (external floatation devices,[11] emergency egress lighting, crash attenuating seats) as well as personal protective equipment (PPE), and the procedures needed to safely operate the equipment. This theoretical component specifically outlines the three phases[12] of a ditching (pre-impact, post-impact, and rescue) to ensure that individuals can complete tasks that will improve survivability. The practical component of the training provides the opportunity for individuals to physically complete the skills known to be important during underwater egress.

Theoretical component[edit]

Pre-impact[edit]

Pre-impact tasks include aspects of being physically and mentally prepared for the flight (e.g., adequate sleep, proper hydration and caloric intake, and dressing appropriately for the expected environmental conditions[13]). The program identifies immediate actions (e.g., securing loose articles within close proximity, tightening of seat restraints including stowage of excess material, identification of primary and secondary exits, and brace positions[14][15]) to be taken in the event of an in-flight emergency that requires the pilots to make a ditching. Priority is placed on the development of an appropriate brace position, as reports have identified that drowning is the most prevalent cause of death during a ditching.[16] [17] however, the pre-impact phase includes the preparation prior to arrival at a heliport and ends the moment that the helicopter touches the surface of the water. Pre-flight videos at the heliport are typically used to reinforce the information provided in the theoretical component of HUET programs.

Post-impact[edit]

Post-impact training addresses the steps need to evacuate from an upright fuselage into the water or a life raft as well as those needed to egress from an inverted and flooded cabin. This post-impact theory typically includes clear instructions about when and how the evacuation/egress should occur. For example, evacuation into a life raft should be directed by the aircrew as long as they are capable of doing so. Egressing from a capsized and flooded cabin should occur after the initial ingress of water has begun to subside.[18][19][20] Seat restraints should remain on during the inversion period and should only be removed once a clear egress path has been established.[21] Seat restraints aid in the ability to remain oriented in relation to the fuselage and to apply force on an emergency exit.[22] Once an exit has been removed,[23] a hand should be placed on the open window/door edge to ensure that when the seat restraint is released, there is a physical reference point directly to the outside of the fuselage. If an emergency breath system (EBS)[24][25] has been provided as part of the PPE, it should be used in any situation where immediate underwater egress is not available (e.g., impact injury, blocked exit, aisle seat, or multiple passengers using one exit) or egress will take longer than an individual's breath-hold capabilities.[26][27]

Rescue[edit]

The rescue phase of a ditching includes information related to in-water or in-life raft survival as well as a discussion regarding the various search and rescue (SAR) resources/procedures available in the local region. This portion of the theoretical information also provides guidance concerning signalling for help, completing first-aid, and being hoisted from the water/life raft. In-water survival instruction most often covers aspects of PPE such as life jackets, immersion suits,[28] and signalling devices as well as the effects of hypothermia.[29][30]

Practical component[edit]

Training environment[edit]

The practical training component includes the opportunity to use the personal protective equipment discussed in the theoretical component as well as complete underwater egress skills from an underwater egress simulator (UES).[31] The UES varies across each training centre,[19] as does the level of physical fidelity,[18][19] the required number of egress trials[32] and the period of certification.[33] The most common UES systems rotate around single axis, usually lengthwise; however, some designs can turn 360° in both the horizontal and vertical planes.[34] The underwater egress practical component is designed to simulate real-world environmental conditions by completely inverting 180° (or in some cases slightly off angle to simulate that the external floatation devices have failed on one side of the helicopter) and flooding the UES in a pool. Some training centres also include environmental elements such as wind, rain, sound, and simulated lightning depending on the training program.

HUET performance assessment[edit]

Assessment of egress performance[35] focuses on students completing and maintaining a brace position, identifying, functioning, and using primary and secondary exit points, egressing through the exit without kicking, surfacing outside the UES, and performing post-egress survival skills such as inflating a life jacket or life raft, completing a head count to ensure that everyone has successfully egressed. Depending on the jurisdictional requirements in which the HUET program is completed, there may or may not be a requirement to open a simulated emergency exit while underwater. The HUET training aims to develop awareness of what, how, and when specific skills need to be implemented to increase the chances of survival during a ditching.

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Why are transition activities important for children

Transition activities help kids cope with the emotional and practical phase of transitioning from one bla n T

7. Marshmallow Toes

Tell children to line up quietly like marshmallows.

Walking through the hallways, Everyone quietly goes... Being respectful all the way... Walking on our Marshmallow Toes...

8. Line Up

- By Color: Line up if you're wearing the color red; line up if you're wearing blue, etc.
- By anything: Line up if you have a tooth missing; line up if you have brown hair, etc.
- By birthday month: Line up if you were born in August; line up if you were born in September, etc.

9. Random Selection

Randomly CHOOSE NAMES FROM A BASKET to send a few children at a time to line up. Reverse the order the next time so that children who were called on last will be called on first the next day.

10. Name Recognition Transition Idea

Spell students' names aloud and allow them to line up when they recognize their names.

11. Line Up with a Hopping Challenge

This can be played in a circle, a line, or as a "Bunny, Kangaroo or Froggie Says ____" game. Give children a variety of "hopping" commands such as:

- Hop in one place.
- Hop and turn in a circle at the same time.
- Hop on left/right foot.
- Hop backward, sideways; make a square or circle.
- Hop over a line.
- Hop with a partner.
- Hop quietly to line up.

12. Quiet Circle

To start Circle Time, appeal to children's imagination.

Example: There's a little bear that lives in a cave (a puppet in a paper sack).

- When it's time for group time, go to the circle area and quietly announce that Little Bear is about to come out.
- Kids hurry over, but they know he's shy and will only appear if everyone is quiet.
- When Little Bear comes out, he has a math problem to solve and asks kids to help.
- It's the perfect segue.

13. Songs and Fingerplays

- Write simple fingerplays and songs on 3" x 5" index cards.
- You can hole-punch a corner and hook them onto a key chainring. They will fit easily into a pocket so that you can pull them out and lead the children in a finger play or singing activity.
- Fingerplays and songs are not only fun, but they also enable children to practice playing with language and rhythm.

14. Sing the 'STAND IN LINE' SONG

To the tune of "If You're Happy and You Know It"

If you're ready to move along-stand in line (clap, clap) If you're ready to move along-stand in line (clap, clap) If you're standing in the line then be (whisper) very very quiet If you're standing in the line be (whisper) very quiet.

With the next verse use body movement.

If you're standing in the line blink your eyes (blink, blink) If you're standing in the line blink your eyes (blink, blink) If you're standing in the line then be (whisper) very very quiet If you're standing in the line be (whisper) very quiet.

Continue with different movements such as touch your toes, turn around, etc.

15. Transition Music

Music is a very effective tool in providing transitions for kindergarten children. Play some sort of silly song such as “The Chicken Dance” to signify a transition is coming. Children are naturally drawn to music. They enjoy singing songs they know have a specific meaning when it’s time to pick up toys or other things.

16. Music and Movement Activities

- These can include different forms of dancing, such as the Mexican hat dance, the Hora, an Irish jig, salsa, line dancing, and hip hop, etc.
- You can also engage students in circle games, such as The Farmer in the Dell, Bluebird, Ring around the Rosie, and London Bridge, etc.
- After moving about for a few minutes, students can be asked to sit right where they are on the rug to listen to a story or engage in a lesson. (pre-K-1)

17. Rubber Band Ball

Something a little different from Teaching Ideas -good for ages 5 to 8

Many teachers struggle to get their students quiet in the hallway. I started a rubber-band ball and anytime we get a compliment from an adult in the hallway, we get to add a rubber band to the rubber band ball.

They LOVE it and it is very inexpensive. I now have the quietest classroom in the hallway! (Comment: You may need to alert other teachers of your method-so they will give compliments as earned!)

Directions

1. Give each child a sheet of aluminum foil; have them crumple it into a ball.
2. Take 1 rubber band at a time and twist it around the foil many times to cover the aluminum foil; the more rubber bands the bigger the ball.
3. Continue until the ball is the desired size and no more rubber bands will fit on the ball.
4. When the ball is complete, the kids will have a high bouncing ball!

18. Sunscreen station

This is especially helpful when transitioning from the classroom to the playground. If allowed in the school, have a sunscreen station where the kids need to put on sun screen.

This will be a fun activity for them to do and will make the transition smoother.

19. Cue Cards

this is a great idea. Prepare cue cards in advance with visuals and words that will describe and show the kids what is coming next.

Kids love knowing what’s going on and be in the loop. So having these cards will help them feel more comfortable and ganged with the transition coming.

20. Timer

This might not work for every transition, but you can try and have a timer that the kids can see and know that is counting down.

This way they will actually see how much time they have left, and it will also strengthen their sense of time.

Here are a few preschool transition tips to share with the kids

It is recommended when dealing with transition times with kids and students to keep a regular schedule.

We all know kids love routine and this will help you and them have a better transition from preschool to lower school etc. Here are a few tips to try and keep on top of mind:

1. Have balance Don’t just do the important things with the kids. Have set times for fun activities and just goofing around so that kids can look forward to these times as well and not only wait for important tasks.
2. be visual Kids (and adults too) love visuals. They respond much better when they can point and see what they need to do instead of just reading all the time.
3. Routines are everything As we mentioned, kids love a schedule, and routines are no different. Routines enforce the sense of independence in children and you can start by having very simple rituals the kid do on a daily basis, like a morning routine for example.
4. Give sneak peeks Kids don’t love it when they are in the dark, share the schedule with them ahead of time and work with them together to built it. This way they won’t be surprised and they will know what’s next.
5. Don’t overkill with transitions IF possible, try and limit the transitions as much as possible so that the kids won’t be overwhelmed.
6. Not every kid is the same You have to be ready to provide extra attention to kids who might take a little longer to follow the schedule or routines. Kids are very different from one another, and you need to make sure everyone of them gets the attention they need.
7. Prepare for unexpected Your day might not go as planned all the time. It’s good to have a few backup plans lined up incase you need to improvise.

8. Be repetitive We all know kids sometime needs to be told the same thing a few times before they listen or it sinks in. Give verbal ” warnings ” before transitions. For example ” Five more minutes in the playground, after that we go back inside ” This way the kids know what’s going on, and when.
9. Provide positive feedback Kids thrive when you give them positive feedback, when the kids follow your instructions, praise them, give them positive feedback to reenforce the good things they do.

Conclusion

We hope these transition ideas help you lead your kids from one spot to another. It can be hard and challenging to get kids to cooperate and keep their voices down.

Try a variety of these transition activities to see which one works best for your group. Depending on age, different ones will work better than others.



TRANSITION ACTIVITIES for Preschoolers



KID ACTIVITIES

What is another word for assure? | Assure Synonyms - WordHippo Thesaurus

Contexts ▼

Verb

To give (someone) confidence in the trustworthiness of (something)

To make sure or certain of

To guarantee or promise (to do something)

... more ▼

Verb

▲

To give (someone) confidence in the trustworthiness of (something)

convince

reassure

satisfy

persuade

guarantee

sell

tell

cajole

inspire

promise

declare to

pledge to

swear to

affirm to

guarantee to

prove to

vow to

bring around

certify to

confirm to

give surety to

relieve doubt

bring round

talk into

win over

declare confidently to

relieve doubts

relieve any doubt

coax into

relieve any doubts

talk round

sell one on

cause to feel certain

bring round to the idea of

gain one's confidence

attest to

give one's assurance to
give one's word to
set your mind at rest
compel
influence
convert
move
sway
inveigle
gain
argue
brainwash
induce
make certain
dispel someone's doubts
work over
bring to senses
put someone's mind at rest
prevail upon
put across
lead to believe
gain confidence of
sell to
bring home to
put mind at ease
dispel doubt
reason someone into believing
impress to
argue into
demonstrate to
make a believer
prevail on
get
coax
urge
entice

coerce

cause

prompt

instigate

incline

encourage

motivate

lure

impress

impel

incite

tempt

dispose

advise

reason

bring

counsel

drive

lead

exhort

make

procure

propagandizeUS

enlist

draw

proselytizeUS

propagandiseUK

proselytiseUK

proselyte

wheedle into

reason someone into

plead with

press someone into

turn somebody on to

cause to believe

get round

pressurize into

pressure someone into

convert to

lead to do

prod into

twist someone's arm

wear down

win argument

more □

“I did not like Brad's constant need to assure me that Mitch was a swell guy.”

Verb



To make sure or certain of

ensure

secure

guarantee

seal

clinch

confirm

cinch

guaranty

ice

insure

complete

establish

set

substantiate

verify

lock up

make certain of

make sure of

nail down

sew up

lock on

lock in

put on ice

set the seal on

have a lock on

know for certain

warrant

make certain

settle

consummate

conclude

certify

close

affirm

finalizeUS

wrap up

close out

finaliseUK

protect

indemnify

win

nail

seize

decide

put away

walk off with

walk away with

finish off

come away with

make sure

check

ascertain

see to it

be sure to

see

double-check

be in no doubt

do not forget to

provide

cap
effect
validate
stamp
take care
satisfy oneself
arrange
set out
commit
promise
state
contract
avouch
asseverate
authenticate
assert
corroborate
attest
witness
vouch
pledge
pronounce
swear
shake hands on
tie up
wind up
declare
aver
endorse
avow
make safe
testify
show
vouch for
agree
determine

resolve

fix

negotiate

bargain

pull off

bring about

bring off

work out

hammer out

reach an agreement

thrash out

firm up

transact

finish

sort out

perfect

polish

polish off

put the icing on the cake

bring to a conclusion

put the finishing touches to

complete the arrangements for

accept

compromise

acquiesce

arrive at

accede

decide on

meet

covenant

end

accomplish

reach terms

strike a bargain

come to terms about

shake hands

make a deal

achieve

broker

engineer

rule

choose

figure

concert

swing

opt

name

settle on

carry out

settle upon

reach terms on

come to terms on

button up

more □

“The principal objective of the meeting was to assure a favorable working environment for our employees.”

Verb



To guarantee or promise (to do something)

guarantee

promise

affirm

pledge

attest

swear

vow

assert

aver

certify

confirm

declare

avouch

avow

maintain

vouch

warrant

guaranty

give one's word

give assurances

give an assurance

give an undertaking

give a pledge

lay down

undertake

covenant

commit oneself

bind oneself

engage

take an oath

give your word

swear an oath

contract

state

commit

asseverate

cross heart

ensure

stipulate

plight

secure

agree

vouchsafe

soak

give your word of honour

sign for

put oneself down for

give your oath

swear up and down

tell

proclaim

pronounce

reassure

dare say

endorse

wager

cross one's heart and hope to die

cinch

ice

insure

stake

give your assurance

stand behind

swear to the fact

get behind

underwrite

bind

espouse

assent

profess

accede

obligate

subscribe

give an undertaking to

live up to

swear on bible

say so

answer for

testify

depose

claim

swear on the Bible

make a deposition

state under oath

swear under oath

make a commitment

give word of honor

undertake solemnly

affiance

betroth

enter into an agreement

oblige

troth

bargain

concur

negotiate a deal

reach an agreement

plight oneself

solemnly promise

pledge oneself

promise under oath

swear blind

give witness

swear by

swear to God

make an affidavit

plight faith

plight your troth

make compact

give one's hand

become engaged

tie oneself to

more

“I assure you that the report will be completed on schedule.”

Verb



(British) To cover (a life) by assurance

insure

cover

indemnify

warrant

guarantee

provide insurance for

protect

secure

underwrite

register

endorse

make secure

agree to pay

answer for

give security to

ensure

guaranty

cinch

ice

safeguard

shield

guard

hedge

“An advocate at Edinburgh, in the forty-second year of his age, wishes to assure his life for the benefit of his family.”

Verb



To relieve the distress or suffering of

console

comfort

soothe

cheer

hearten

reassure

encourage

solace

calm

assuage

inspirit

relieve

gladden

ease

animate

support

alleviate

help

lift

fortify

succorUS

succourUK

aid

upraise

tranquilliseUK

tranquilizeUS

pity

untrouble

cheer up

buck up

commiserate with

condole with

sympathize with

give condolences to

express sympathy to

show compassion to

show fellow feeling to

express sympathy

express sympathy for

uplift

buoy up

buoy

boost

bolster

allay

salve

embolden

enliven

compose

steel

invigorateUS

pacify

incite

relax

enervateUK

put at ease

placate

inspire

condole

exhilarate

strengthen

stir

revitalizeUS

rouse

elevate

rally

arouse

energizeUS

revitaliseUK

pep up

perk up

give solace to

gee up

bring comfort to

energiseUK

motivate

stimulate

brighten

spur

commiserate

revivify

elate

lull

galvanizeUS

drive

empower

build
pique
fillip
besoother
quell
kindle
vitalize
bear up
chirk up
instigate
build up
spur on
settle
stir up
whip up
fire up
activate
still
subdue
cheer on
boost up
pump up
becalm
palliate
mollify
give a lift to
put one's mind to rest
raise your spirits
pick up
control
give a shot in the arm to
give a lift
lullaby
contain
collect
galvaniseUK

sedate
calm down
re-collect
mitigate
soften
reanimate
lighten burden
give sympathy to
quiet fears
empathize with
make one feel at ease
make well
quieten
brace
free
give respite to
give confidence
restore confidence to
incentify
snap one out of it
set your mind at rest
restore someone's confidence
bolster someone's confidence
dispel someone's fears
ginger up
push
applaud
boost moral
impassion
goad
spark
trigger
sway
enforce
disinhibit
raise spirits

egg
jumpstart
incentivizeUS
enhearten
excite
move
quicken
rev up
ignite
provoke
raise
give a boost to
reenforce
restore
warm
nudge
refresh
prick
praise
stimulate spiritually
give shot in arm
spirit up
psych up
lift the spirits of
give hope to
boost morale
give confidence to
bield
raise the morale of
light a fire under
prop up
stiffen the resolve of
brace up
incentiviseUK
snap out of it
put on cloud nine

let the sun shine in

put on top of the world

prompt

urge

impel

prod

inflamm

induce

cause

foment

fire

enkindle

egg on

influence

awaken

revive

electrify

promote

actuate

persuade

propel

generate

foster

press

work up

agitate

fuel

rejuvenate

spark off

enthuse

exhort

intensify

wake up

whet

kick-start

vivify

improve
liven up
renew
waken
thrill
sting
sustain
turn on
make
goose
key up
bring about
set off
abet
ferment
call forth
incline
engender
reinforce
put up to
reinvigorate
touch off
bring
coerce
compel
jazz up
lead
fire the imagination of
brew
fan
create
start
occasion
solicit
impress
stoke up

amp up

brighten up

lead to

bring on

give strength to

increase

get going

exalt

breathe new life into

nerve

trigger off

lighten

evoke

spike

dynamize

instilUK

force

mobilizeUS

psych

produce

resuscitate

rekindle

instillUS

elicit

touch

pick

regenerate

jump-start

wake

assist

recharge

mobiliseUK

breed

commove

precipitate

juice up

freshen

zip up

reawaken

reawake

prime

reawaken

reactivate

fire with enthusiasm

resurrect

give rise to

get

drum up

prepare

bring out

entreat

entice

set in motion

pressure

put in motion

ask

see someone through

invite

set going

intoxicate

advance

gird

bounce back

heighten

be a source of strength to

sic

nurture

procure

enhance

innervate

fan the flames of

charge

initiate
drive on
catalyzeUS
root on
root for
effectuate
needle
zap
bestir
work
result in
fire the enthusiasm of
repair
beget
beg
recondition
implore
catalyseUK
renovate
wind up
invoke
refreshen
set on
add to
begin
recreate
draw forth
beseech
recover
charge up
coax
bring around
contribute to
give a new lease of life to
touch up
make whole

be a tower of strength to

constrain

hound

whip

poise

tempt

augment

badger

develop

harass

ready

harden

enrich

root

countenance

oblige

dragoon

carry

inform

cultivate

exacerbate

set

accelerate

ameliorate

feed

better

further

rile

effect

make for

jolt

urge on

affect

talk into

speed up

favourUK

favorUS

liven

appeal to

set up

restart

put a bomb under

challenge

give new life to

be responsible for

titillate

add fuel to

get someone going

act as a incentive to

act as a stimulus to

build a fire under

power

gear up

prevail upon

satisfy

get ready

bring into being

keep someone going

yield

spawn

call into being

look up

put new life in

translate into

update

make happen

forward

be the cause of

re-establish

bring back

replenish

moderniseUK

regain
modernizeUS
feed the fire
have
give courage
give incentive
hook
summon up
make brave
grab
remind
chivy
intrigue
incent
enrapture
make braver
transport
inveigle
make confident
give courage to
jog
dispose
barrack
speed
roil
lift the morale of
give life to
light up
shock
startle
burgeon
nourish
psyche up
summon
stoke
irritate

motive

imbue

infuse

forearm

give a buzz

make alive

craze

taunt

juice

give pep talk

convert

convince

gain

irk

incense

reestablish

strike

pressurizeUS

add fuel

originate

reproduce

recall

redevelop

endue

infect

beghast

run

add fuel to the flames

bully

grill

vex

emphasizeUS

plead

enjoin

make wild

actify

arm
activize
enable
crank up
make enthusiastic
whomp up
give new energy to
predispose
condition
determine
direct
heat up
win over
shout for
roust
pressuriseUK
lash
exercise
underline
cement
stress
move to action
jack up
gear oneself up
steam up
start off
give impetus
work into lather
change
make more cheerful
make happier
stun
astonish
frighten
spur to action
suscitate

put zip into

keep one going

keep you going

get one started

act as a impetus to

act as a fillip to

act as a spur to

lean on

draw on

have as a consequence

have as a result

spook

champion

deepen

fan the fire

act upon

ride herd on

lighten up

loosen up

impose on

orient

shake

shake up

madden

supplement

appeal

request

become cheerful

make happy

take a turn for the better

clear up

take heart

prevail on

give one an idea

take a load off

advise

agitate for

agitate against

corroborate

buttress

maintain

underpin

reward

uphold

switch on

stir embers

add fuel to fire

call to mind

make waves

edify

get to

give a new lease on life

re-energize

bring back to life

reinvent

get going again

put new life into

put some spark into

give new strength to

hustle

upgrade

refine

give someone a kick

bother

back

broaden

defend

substantiate

highlight

emphasiseUK

give a shot in the arm

advocate

expedite

propose

wheedle

pester

inspan

dig

bolster up

back up

nag

recommend

hassle

harry

be a source of strength

give a leg up to

give moral support to

hold someone's hand

boost the morale of

be there for

call on

shore up

adjure

make stronger

sharpen

insist

extend

play a part in

try to persuade

help out

cheer along

tide over

keep someone's head above water

keep going

minister to

be instrumental in

give the incentive to

draw

attract
pour it on
launch
enlarge
amplify
sow the seeds of
court
insist on
push for
play a role in
save
relaunch
achieve
have a hand in
accomplish
establish
amount to
culminate in
be a factor in
reinstitute
reintroduce
sell one on
push forward
be conducive to
realiseUK
realizeUS
organiseUK
introduce
engineer
open the door for
attain
organizeUS
multiply
swell
expand
compound

mount
magnify
escalate
aggrandize
put new heart into
get smoking
burn up
end in
kickoff
cause to occur
bring forth
finish in
draw out
add up to
cause to happen
have a part in
make possible
conduce to
conduce
oil the wheels of
bring off
be at the bottom of
bring to pass
carry off
actualize
carry through
have the effect of
entail
pull off
contrive
put in place
be partly responsible for
bear
spell
contribute
snap up

put new heart in

woo

allure

put new strength in

give the kiss of life to

issue

lure

command

admit

let in

wax

welcome

ask for

be of assistance to

be advantageous to

pay off for

do good to

be beneficial to

be good for

bless

be of help to

benefit

serve

be of service to

benefit

please

work for

be useful to

suit

be of use to

be helpful to

gratify

be of advantage to

be to the advantage of

profit

advantage

include

beg for

call for

bring on oneself

flirt with

leave the door open to

more

Verb



To strengthen or reaffirm in rank or position

confirm

reaffirm

strengthen

enhance

establish

secure

fortify

reassert

reinforce

reiterate

bolster

boost

intensify

restate

consolidate

fuel

heighten

magnify

increase

renew

restore

support

accentuate

amplify

cement

substantiate

buttress

corroborate

justify

sustain

empower

enlarge

fix

uphold

augment

authenticate

burgeon

embolden

cultivate

foster

inspirit

nurture

advance

develop

flourish

promote

endorse

raise

settle

underpin

back up

firm up

make firm

amp up

beef up

give weight to

lend more weight to

scale up

repeat

back

bear out

make more forceful

insist

bri 6

emphasizeUS

underline

galvanizeUS

stress

inspire

spur

invigorateUS

drive

champion

motivate

deepen

aid

incentivizeUS

buoy

reward

help

assist

stimulate

improve

incentify

galvaniseUK

spur on

energizeUS

envisageUK

energiseUK

broaden

incentiviseUK

enrich

give a boost to

highlight

emphasiseUK

more □

Verb

▲

Give assurance

vouch

affirm
certify
declare
assert
guarantee
avow
confirm
testify
verify
maintain
warrant
asseverate
profess
corroborate
vow
witness
contend
support
substantiate
prove
uphold
predicate
okay
back
sponsor
avert
cosign
attest to
rubber-stamp
answer for
swear to
say so
be responsible for
act as a witness
bear testimony
get behind

give an affidavit

put forth

sign for

stand up for

swear up and down

attest

endorse

avouch

aver

state

swear

argue

vouch for

bear out

back up

validate

authenticate

ratify

show

vindicate

ascertain

doinratifn o

insure
guaranty
allege
pronounce
secure
stipulate
insist
defend
purport
protest
delegate
stand by
stand behind
bear witness
take an oath
give grounds for
establish
justify
sustain
bolster
reinforce
buttress
reenforce
strengthen
shore up
give credence to
lend weight to
approve
agree
cross heart
swear on bible
declare true
check out
double check
check up
give nod

check on

show to be true

give substance to

notarize

be witness to

rubber stamp

swear by

sign and seal

attest to the authenticity of

more

Verb



To keep from harm, or to ensure the safety of

protect

defend

guard

keep

safeguard

secure

shield

harbourUK

preserve

save

screen

shelter

avert

fortify

bulwark

care for

chaperon

cover

fence

fend

forfend

foster

hedge

house
inoculate
insulate
look after
mind
support
tend
ward
watch over
conserve
harborUS
keep from harm
sentinel
watch
escort
immuniseUK
immunizeUS
keep safe
mount guard on
stand guard on
stick up for
afford protection to
give refuge
give sanctuary
stand guard
stand up for
take care of
cover all bases
ride shotgun
save from harm
take under one's wing
go to bat for
take someone under your wing
assure the safety of
maintain
uphold

ensure
insure
make invulnerable
ward off
champion
cushion
garrison
police
stand guard over
prevent
barricade
stonewall
cocoon
cloister
shade
wrap
conceal
haven
cover up
keep an eye on
provide protection for
patrol
man
occupy
see to
oversee
sit with
oppose
resist
surround
hide
enclose
shotgun
roof
chamber
overlook

withstand

hold

nanny

mother

chaperone

guide

rule

halt

salvage

stave off

guard in transit

squire

be responsible for

attend to

preside over

have charge of

give shelter

give cover

fend off

cover for

provide safety

stop

retain

reclaim

arrest

retrieve

beat off

guard against

provide sanctuary

take in

repel danger

be the defender of

hold at bay

rescue

accompany

persevere with

minister to

be in charge of

intercept

foil

thwart

fight for

isolate

segregate

separate

sequester

cut off

seclude

exclude

detach

tape

treat

inlay

island

fill

coat

line

wad

close off

keep apart

set apart

wrap up in cotton wool

more

Verb



To receive, usually as return for effort

secure

obtain

acquire

gain

get

land

procure

attain

buy

earn

score

access

capture

cinch

garner

win

achieve

bag

carry

draw

ensure

find

guarantee

guaranty

ice

insure

reap

take

grasp

have

hook

purchase

realiseUK

realizeUS

bring in

come by

get hold of

get possession of

knock down

pick up

pull down

chalk up

give security

lock up

make sure

make sure of

rack up

win possession of

get your hands on

net

make

snag

collect

grab

receive

seize

clinch

cop

accomplish

nab

gather

collar

nail

snap up

derive

reach

be given

snare

glean

take possession of

notch up

effect

carry off

appropriate

wangle

catch

clock up

fulfilUK

fulfillUS

hit

pull off

lay hold of

come to have

consummate

lay hands on

amass

snatch

annexUS

come into

annexeUK

arrive at

produce

swing

scoop

possess oneself of

log

corral

take receipt of

bring about

bring off

compass

pull in

pocket

ring up

be awarded

come into possession of

come away with

walk off with

get one's mitts on

walk away with

inherit

latch onto

trap

execute

fetch
establish
complete
clear
carry out
effectuate
take home
perpetrate
strike
pull
do
accept
engineer
prosecute
manage
sew up
detain
wrap up
harvest
bring to fruition
grab hold of
succeed in
follow through with
hustle
accumulate
glom
gross
prehend
act on
take advantage of
conquer
return
bring
discharge
clean up
locate

apprehend

haul in

act upon

jump at

leap at

pounce on

assume

record

take in

seize on

accrue

take up

carry through

build up

perform

yield

come in for

abduct

arrest

raise

finalizeUS

be presented with

be in receipt of

drum up

negotiate

grapple

grip

be paid

scare up

commit

command

get one's fingers on

have conferred on one

finaliseUK

wrest

bear

fix

get a hold of

hit up

take into custody

gather up

finish

finish off

bring home

cash in on

pay for

latch on to

put through

make a purchase of

get done

make good on

put money into

splash out on

deliver on

make the purchase of

follow through on

shop for

encounter

extract

ensnare

pot

come up with

requisition

retrieve

sponge

settle

recover

enlist

conclude

capitalize on

get into one's hands

be sent

blag

be provided with

gain possession of

meet

come across

maximizeUS

profit

cull

reify

dig up

rake in

scrape together

rap

bust

possess

own

pinch

accept delivery of

claim

arrange

pay

hold

take prisoner

nick

maximiseUK

clutch

give

luck into

catalyseUK

catalyzeUS

actualize

get paid

lift

redeem

succeed

conduct

corner
take delivery of
perfect
polish off
work out
invest in
go for
contract for
get in exchange
grasp with both hands
sign for
round up
go through with
feel your collar
grab at
bring to completion
register
contract
engage
warrant
adopt
steal
captivate
uncover
discover
unearth
profit with
understand
bank
know
scrounge
feel
touch
maneuverUS
manoeuvreUK
work

sense

hit on

turn up

ferret out

nobble

elicit

fundraise

walk away

realize a profit of

make a profit of

search out

seal

ingather

pluck

retain

enjoy

take over

make certain

be appointed to

induce

solicit

save

hoard

schlenter

salvage

occupy

bring to light

run to earth

glom onto

make a profit

turn in

be one's lot

meet with

fall to the lot

advance

ameliorate

come upon

fall upon

happen upon

stumble upon

take into one's possession

agree to receive

accede to

notch

make it to

knock up

source

get at

scrape up

lay up

gobble up

hold out for

lay claim to

fix up

sort out

get in

get to

rise to

kidnap

entrap

take captive

close out

put away

decide

set up

get something done

get as a result

make use of

attract

be elevated to

trace

track

track down

bargain for

go shopping

barter for

buy quickly

buy eagerly

beg borrow or steal

restrain

knock off

climb to

afford

take hold of

close

take hostage

bring around

imprison

book

buy out

manage to get

make a haul

prevail upon

buy up

tie up

market for

sell for

incarcerate

exploit

use

nail down

reel in

honorUS

honourUK

jailUS

pursue

make the most of

repay

swoop down on

swoop on

seize hold of

accept eagerly

welcome with open arms

grab with both hands

go for enthusiastically

show enthusiasm for

roust

satisfy

gaolUK

do justice to

get the job done

take care of

live up to

make it

nail it

put it over

do the trick

get there

keep faith with

put the tin lid on

do a bang-up job

get someplace

fulfill one's potential

make hay

do one proud

be true to

take in for questioning

toss in jail

throw in jail

put in jail

put the cuffs on

put the arm on

run in

tree

utilizeUS

pay out

recoup

be worth

pay off

pay dividend

make a killing

show profit

utiliseUK

milk

gain from

profit from

derive benefit from

put to advantage

play on

take action on

benefit from

jump on

build on

put to use

follow up on

turn to account

profit by

clasp

avail oneself of

clench

cling to

patronizeUS

not let go of

have in hand

hold on to

handle

adhere

wring

wield

palm

keep close

hang on to

hold close

patroniseUK

go through

be successful

score a success

trade for

make a purchase

deal in

make a buy

go shopping for

more

Phrase



To ensure or verify

make sure

ensure

verify

check

confirm

validate

corroborate

establish

guarantee

substantiate

ascertain

make certain

affirm

certify

back something up

be in no doubt

double-check

make a point

reinforce

see to it

see to it that

take care



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Related Words and Phrases

assurance

assured

assuredly

assuredness

assuring

assures

assurances

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Nearby Words

as sure as eggs is eggs

assured

assured future

assuredly

assuredness

assured of doing something

assurances

assurance

assumptively

assumptive

assumptions

assumption of

6-letter Words Starting With

a

as

ass

assu

What is another word for expand? | Expand Synonyms - WordHippo Thesaurus

To become or make larger or more extensive

“My waistline would continue to expand as I continued to consume food indiscriminately.”

To increase in extent, amount, or degree

“We are looking to expand our company into new markets, especially abroad.”

To add further details to (information)

“Could you expand on your idea of how the earth is flat?”

To explain or provide information about something (in greater detail)

“Could you expand on your theory about how the pyramids were built by ancient aliens?”

To physically spread out

“When the right moment comes, it will stop and expand its wings.”

To proliferate or diffuse throughout

“Beyond the focal point, the light would expand and illuminate the optical surface to be monitored.”

To diverge into, or along, two or more separate paths

“At some point, the story will expand into several tenuously connected threads.”

(rare) To become less reserved in character or behavior

“After being entertained, she would expand and flourish.”

To describe or express in too exaggerated terms

(computing, software) To access data in a compressed file

To speak or write authoritatively about a topic

To be, or cause to be, wide open

Farm out

Make or become thick or thicker

To excavate or dig out to make deeper in depth

To foster the growth or development of

Related Words and Phrases

See Also

Nearby Words

6-letter Words Starting With