

Comm 1101 Chapter 8 Notes

Radio

A Brief History of Radio

- Early Development
 - Began in 1842 with Samuel Morse's invention of the telegraph.
 - Heinrich Hertz discovers radio waves.
 - Electromagnetic Spectrum- The range of frequencies that can be used for transmitting radio waves with electricity.
 - Marconi develops wireless telegraph system in 1896.
 - Morse Code- Telegraph code of dots and dashes invented by Samuel Morse.
 - David Sarnoff
 - Wanted to bring music to radio
 - Broadcasting- Using wireless technology to instantaneously reach a wide audience.
 - Wireless Telegraphy- Name for early radio transmissions, before human voices could be carried on the airwaves.
 - Lee De Forest
 - Audion- A tube invented by Lee De Forest that was designed to pick up and amplify radio signals; also known as a vacuum tube.
- The First Broadcasters
 - Frank Conrad of Westinghouse
 - WHA, KCBS, and WWJ were all some of the first to come out.
 - Toll Broadcasting- Early plan for radio revenue in which access to radio time would be by fee.
 - WEAf- AT&T's radio station in NYC that sold time to anyone who wanted to purchase it.
 - Sustaining Programming- Regular unsponsored broadcast shows designed to maintain audience contact until advertising can be sold that time.
- The Rise of Networks
 - Network- A group of interconnected broadcast stations that share programming; also, the parent company that supplies that programming.
 - Owned and Operated Stations (O&Os)- Broadcast stations possessed by and run by the network; usually carry everything the network provides.
 - Network Affiliate- Local station that has a contractual relationship to air a network's programming.
 - AT&T was the first network in 1923.

- o First two national networks were owned by RCA and were part of the National Broadcasting Company (NBC Red and NBC Blue.)
 - o William Paley and CBS
 - o 1934 Mutual Broadcasting System
- Early Programming
 - o Spectrum Scarcity- Limited nature of broadcast frequencies.
 - o Radio Act of 1912- Required ships at sea to leave their radios on 24 hours a day.
 - o Radio Act of 1927- Established the Federal Radio Commission (FRC) with powers to enforce the law and limit the number of broadcasters.
 - “Public interest, convenience, and necessity”- A phrase from the radio Act of 1927 requiring that broadcasting be good for the community.
 - o Communications Act of 1934- FRC became the Federal Communications Commission (FCC) and was given the power to regulate all means of interstate telephone, telegraph, and radio communication.
 - Federal Communications Commission (FCC)- Government agency in charge of regulating all means of interstate telephone and radio communication.
 - o Telecommunications Act of 1996- Dropped most limits on station ownership and led to a huge consolidation in the industry in the late 1990s.
 - o Call Letters- Broadcast station identifications assigned by the FCC.
 - o Amplitude Modulation- Radio transmissions created by changing (modulating) the power (amplitude) of the carrier wave.
 - o Frequency Modulation- Transmissions created by changing the speed at which radio waves are generated.
- The Golden Age of Radio
 - o 1930s until television
 - o Lots of popular shows
 - o Followed the wars
 - o Fireside chats with Roosevelt
- Reacting to TV
 - o 1950s decline in radio networks’ usefulness.
 - o Three things helped radio survive in the face of the onslaught of television’s popularity:
 - Rise of FM
 - Development of the transistor
 - Transistor- A durable, solid-state, miniature version of the large and fragile vacuum tubes used in early radios.

- Format programming
 - Format- Consistent programming formula with a recognizable sound and personality. (Top 40 was one of the most popular)
 - Payola (scandals)- A practice in which record companies paid radio station personnel to play certain records.
- Digital Radio
 - Analog Radio- Radio transmissions in which an electric waveform represents the sound on a carrier waves.
 - Digital Radio- Signal transmissions by assigned numbers rather than analog waves.
 - Webcasting
 - Local Digital: HD Radio

Understanding Today's Radio Industry

- Formats
 - Dayparts- Time divisions that radio stations make in the day in order to determine programming.
 - Talk/News Format
 - Format Clock- Graphic used by radio programmers showing each feature of the programming hour.
- Ratings
 - Sampling- Measurements taken from a small percentage of the audience, chosen to represent the behavior of the rest of the audience; broadcast ratings are a form of sampling.
- Industry Structure
 - Local Stations
 - Groups- Two or more radio stations owned by the same person.
 - Program Providers
 - Turnkey Networks- Companies that provide fully automated around-the-clock programming for radio stations.
 - Public Radio- Consists of broadcast outlets that derive their income from sources other than the sale of advertising time, such as through listener memberships and corporate underwriting.
- Station Personnel
 - On-Air Talent
 - Program Director- Determines playlist for the station
 - Audience