Broadcast Communications

Radio and Internet
Where have we been, where are we going?

Radio
- It is personal
- It is mobile
- It is specific

Because of this – it matters to us.
What local stations do you listen to?

Father of the Radio
- Guglielmo Marconi
  - Experimented with telegraph code
  - Sent messages over 2 miles
  - 1899 – transmitted across the English Channel
  - 1901 – transmitted across the Atlantic
  - Wireless became reality
Radio Corporation of America (RCA)

- 1921 – government forced company mergers
  - American Marconi
  - General Electric
  - American Telephone & Telegraph (AT&T)
  - Westinghouse
- RCA was a government-sanctioned monopoly

Commercial Broadcasting

- KDKA, Pittsburgh, PA
  - Nov. 2, 1920 results of the presidential election
    - Warren G. Harding
- WHA, Madison, WI
  - 1921, first weather broadcast

Expansion

- 1922 – nearly 1 million radios in American homes
- Development of affiliates – national radio networks
  - Larger audiences
  - Greater advertising revenue
Network groups

- National Broadcasting Company (NBC)
  - 24-station network, 1926
  - 1927 bought AT&T's stations – NBC Blue
- Columbia Broadcasting System (CBS)
  - 1927
- American Broadcasting Company (ABC)
  - 1943
  - Sale of NBC Blue to Life Saver candy maker Edward Noble

Radio's audience

- Teens, 17 and under: 2 hours, 19 min
- Men, 18 and over: 3 hours, 29 min
- Women, 18 and over: 3 hours, 17 min
- 60% get first news of the day
- Most listening happens in the car
- Audience is declining

Radio Industry

- 12,615 stations in the United States
  - 4,783 commercial AM stations
  - 5,766 commercial FM stations
  - 2,066 non-commercial FM stations (88.1-91.9)
- Two radios for every person
- $16.6 billion/year of ad time
Radio
- Local – beginning in the 1950s, cheaper than local television
- Fragmented – distributed to an area based on population and proximity
- Specialized – based format
  - 90 different formats
  - Country, Top 40 to Ukrainian and bluegrass

Trends and Convergence
- Television changed the structure and relationship of radio with its audience
  - Debut songs on MTV
- Convergence
  - ABC, Disney, ESPN
    - 3,050 affiliate stations, 50 million listeners
  - Westwood One (bought NBC radio in 1987)
    - Program syndication
    - 60% of all commercial stations

Trends and Convergence
- Satellite
  - Digital Music Express (DMX)
  - Digital audio-radio service (DARS)
    - XM Satellite Radio Inc
    - Sirius
- Digital Technology
  - CD introduced in 1983
  - Today more than 80% of music sales
Trends and Convergence

- Internet
  - Napster (1999)
    - 10 million users in the first 9 months
- Web radio
  - Radio simulcast (17,000 stations)
  - Web-only radio (150 stations)
  - Interactive Web-only

Agricultural Radio

- Agrinet
  - 21 years
  - Ray Communications, NC
- AgriTalk
  - Doane Broadcasting
  - Doane Agricultural Services – 80 years
- National Association of Farm Broadcasters
- Texas State Networks
- Clear Channel Ag Networks
  - Member of Clear Channel Networks
  - Formerly Voice of Southwest Agriculture