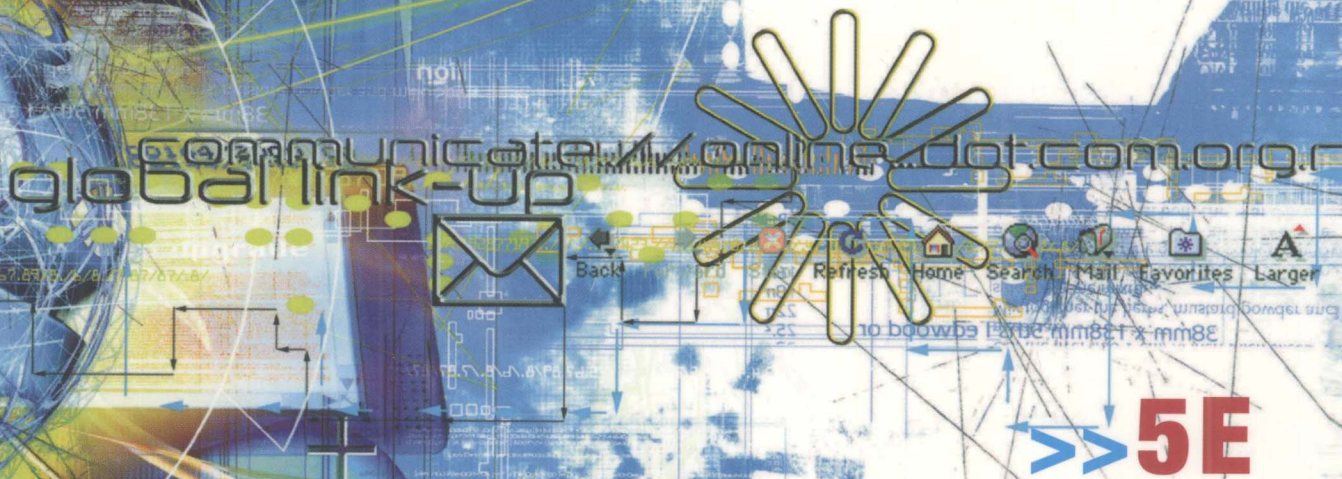


Broadcasting, Cable, the Internet, and Beyond

An Introduction to Modern Electronic Media



: **Joseph R. Dominick**
: **Fritz Messere**
: **Barry L. Sherman**

Broadcasting, Cable, the Internet, and Beyond

An Introduction to Modern Electronic Media

Fifth Edition

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**BROADCASTING, CABLE, THE INTERNET, AND BEYOND:
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To Candy, Eric, and Jessica, and to the memory of Barry L. Sherman

About the Authors

Joseph R. Dominick received his undergraduate degree from the University of Illinois and his PhD from Michigan State University in 1970. He taught for four years at Queens College, City University of New York, before coming to the College of Journalism and Mass Communication at the University of Georgia, where from 1980 to 1985 he served as head of the Radio-TV-Film Sequence. Dr. Dominick is the author of three books in addition to *Broadcasting, Cable, the Internet, and Beyond* and has published more than 40 articles in scholarly journals. From 1976 to 1980, Dr. Dominick served as editor of the *Journal of Broadcasting*. He has received research grants from the National Association of Broadcasters and from the American Broadcasting Company and has served as media consultant for such organizations as the Robert Wood Johnson Foundation and the American Chemical Society.

Fritz Messere received both his undergraduate degree (1971) and master's degree (1976) from State University of New York. He is chairman of the Communication Studies department at Oswego State University and professor of broadcasting and telecommunications. In addition to *Broadcasting, Cable, the Internet, and Beyond*, Professor Messere is

the coauthor of four books on media and media production. He has broad experience in radio and TV production. He has served as external assistant to FCC Commissioner Mimi Wayforth Dawson, as senior fellow of the Annenberg Washington Program in Communication Policy, and on the National Experts Panel on Telecommunications for the Rural Policy Research Institute.

Barry L. Sherman (1952–2000) was a professor in the Grady College of Journalism and Mass Communication at the University of Georgia. From 1986 to 1991 he served as chair of the Department of Telecommunication. Dr. Sherman was named director of the George Foster Peabody Awards in 1991, a position he held until his death. In addition to *Broadcasting, Cable, the Internet, and Beyond*, Dr. Sherman was the author of *Telecommunications Management: The Broadcast and Cable Industries* and *The Television Standard*. His writings also appeared in a variety of scholarly and professional publications. Dr. Sherman was active in many professional organizations, including the Broadcast Education Association, the International Radio and Television Society and the Museum of Broadcast Communications.

Preface

The fifth edition of *Broadcasting, Cable, the Internet, and Beyond* is the first edition to appear after the unfortunate death of Barry L. Sherman. Barry was a coauthor, colleague, and friend and it is fitting that this edition of the book is dedicated to his memory. He was a dedicated scholar who genuinely enjoyed the classroom and took great pride in his teaching. His contributions to the profession were immeasurable and we are pleased that this book allows at least part of his teaching legacy to live on. The authors hope that this edition lives up to Barry's high standards.

Other, less-personal events, of course, have also had an impact on this edition. Both the recent war in Iraq and before that the terrorist attacks of September 11 have changed the mood of the country and have demonstrated the importance of the electronic media during a crisis. The economic downturn has forced media companies to downsize and cut costs. The failure of many dotcoms has taken some of the bloom off the optimism that surrounded the Internet. Moreover, the trend toward convergence between "new" media and "old" media companies is being rethought in the disastrous aftermath of the AOL Time Warner merger. And, against all this background, advances in electronic media technology continue to emerge. Personal video recorders, satellite radio, file-sharing programs on the Internet, and interactive TV are just some of the things that have had an effect on the field since the last edition of the book.

These developments and others are reflected throughout this new edition.

New Additions

The opening history chapters have been updated to include the industry trend toward consolidation, the increasing popularity of streaming audio and video, and the trend toward digital audio and video. Chapter 3 ("Audio and Video Technology") contains a discussion of several new advances including DVDs, MP3, digital TV and radio, desktop

video, and streaming media. In every case, we have tried to explain how these technologies work without becoming overly technical.

Part Two ("How It Is") contains new information on consolidation in the radio industry, the transition to digital TV, the growing popularity of interactive TV, peer-to-peer file-sharing on the Internet, streaming video, DBS, and the growing importance of the World Wide Web as a source of news.

Part Three ("How It's Done") introduces new material on such programming trends as voice tracking in radio, conventuring in TV news, news-on-demand, and global news networks. In addition, Chapter 9 ("TV Programming") has an expanded discussion of the world of TV program syndication.

The biggest change in Part Four ("How It's Controlled") is a reorganized Chapter 10 ("Rules and Regulations"). This chapter also includes an update on the continuing impact of the Telecommunications Act of 1996, the latest developments in the legal battles concerning file sharing on the Internet, and the new rules on drug advertising on TV. Chapter 11 ("Self-Regulation and Ethics") has updated information on the V-chip and a discussion about the ever-changing standards of what's acceptable in TV and radio.

Part Five ("What It Does") contains several new items. There's a section in Chapter 12 ("Ratings and Audience Feedback") on the personal Peoplemeter. Chapter 13 ("Effects") has been expanded to include a discussion of the impact of violent video games and an expanded section dealing with the social impact of the Internet. Chapter 14 ("The International Scene") discusses China's difficulties in regulating the Internet.

Boxed Inserts

The fifth edition continues the use of thematically organized boxed inserts in every chapter to present extended examples of topics mentioned in the text

or interesting snapshots of industry leaders. Dozens of new boxes have been added. For example:

- Has PBS become too commercial? A new box in Chapter 5 (“Broadcast and Cable TV Today”) looks at the impact of corporate underwriting on public TV.
- A new Issues box in Chapter 9 (“TV Programming”) examines the unprecedented media coverage of the war in Iraq.
- A new box in Chapter 9 (“TV Programming”) profiles the late Roone Arledge and analyzes his impact on TV sports and broadcast news.
- Chapter 10 (“Rules and Regulations”) contains a new box describing the growing importance of direct-to-consumer drug advertising on TV (such as Dorothy Hamill and Vioxx) and why it may be controversial.
- A box in Chapter 11 (“Self-Regulation and Ethics”) examines the debate sparked when TV news anchors started wearing flag lapel pins.
- The growing influence of Al-Jazeera, the Qatari news channel, is examined in a new box in Chapter 14 (“The International Scene”).

Web Support

As with the fourth edition, each chapter of the book is supported by an interactive website that students can use to supplement the material found in the text. The site has been updated and includes a study guide, practice tests, chapter summaries, key terms, and links to other relevant sites. For more information, see the McGraw-Hill website at <http://www.mhhe.com/dominick5>

Familiar Items

The fifth edition continues to use the same organizational structure that was introduced in the fourth edition.

- Part One (“Foundations”) examines the history of the electronic media and introduces audio and video technology.
- Part Two (“How It Is”) is an overview of the electronic media: radio, television, cable, and the Internet. Each of the three chapters in this section follows a common organization. Each surveys the structure of the media, looks at

economic and social forces that influence their operation, examines current issues, and closes by looking at career options.

- Part Three (“How It’s Done”) opens with a chapter that describes business aspects of each medium. Subsequent chapters concentrate on programming and how broadcasters and cablecasters select content that appeals to an audience that advertisers find attractive.
- Part Four (“How It’s Controlled”) looks at the regulatory process. The first chapter in this section discusses the rationale behind regulation, examines the FCC and other forces that shape electronic media regulation, and reviews the key federal and local laws that influence the day-to-day operations in the industry. The next chapter looks at self-regulation and examines how industry practices and ethics influence what the audience sees and hears.
- The final section, Part Five (“What It Does”) focuses on the audience. The first chapter in this section explains how ratings are determined while the following chapter examines the social impact of the electronic media. The book concludes with a look at the audiences in other countries. The last chapter in this section surveys international electronic media.

Moreover, every chapter has been updated and revised to reflect changes to this dynamic area. Charts and tables contain the most-recent data.

As has been our goal in the previous editions, we continue our attempt to create a book that is concise but still contains sufficient depth of coverage. Again, as before, we have tried to maintain a conversational writing style that students will find interesting. Finally, we reiterate our hope that the fifth edition fulfills the goal we first set when the first edition appeared: to produce a textbook that is informative and that captures some of the excitement, exhilaration, and immediacy that go with this industry.

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In addition, a number of colleagues and co-workers were particularly helpful including Bill Lee, Cheryl Christopher, Meaghan Dominick, and Louise Benjamin.

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Finally, as always, a big thanks goes out to the McGraw-Hill team who helped put this edition

together: Phil Butcher, Christina Thornton-Villagomez, Laura Lynch, Christine Fowler, Sally Constable, Laurie Entringer, Brian Pecko, Marc Mattson, Erin Marean, and Jessica Bodie.

Finally, as is obvious, this edition posed special challenges. It's tough to carry on after the loss of a friend and team member. We are especially grateful for the help and support of our families during this rather difficult time. We hope that we have produced a book that Barry would have been proud of.

Joseph R. Dominick

Fritz Messere

Glossary

account executive Salesperson who visits local merchants to sell them broadcast advertising.

addressable converter Device that allows pay-per-view cable subscribers to receive their programs.

adjacency Commercial placement that immediately precedes or follows a specific television, cable, or radio show.

advanced television (ATV) Improved resolution TV that is compatible with existing TV receivers.

affiliate Local radio or TV station that has a contractual relationship with a network.

aftermarket Alternative markets for TV series after they run on the major networks; syndication and overseas markets are examples.

alternator Device that generates continuous radio waves; necessary for the broadcasting of voice and music.

American Society of Composers, Authors and Publishers (ASCAP) Group that collects and distributes performance royalty payments to various artists.

amplifier Device that boosts an electrical signal.

amplitude Height of a wave above a neutral point.

amplitude modulation (AM) Method of sending a signal by changing the amplitude of the carrier wave.

analog signal Transduced signal that resembles an original sound or image; for example, a phonograph record contains analog signals.

area of dominant influence (ADI) In ratings terminology, that region of a market where most of the viewing or listening of that market's TV and/or radio stations occurs.

ARPANET Early version of the Internet.

average quarter-hour persons In radio, average number of listeners per 15-minute period in a given daypart.

audience flow Movement of audiences from one program to another.

audimeter Nielsen rating device that indicates if a radio or TV set is in use and to what station the set is tuned. *See also* Storage instantaneous audimeter.

audio board *See* Mixing console.

audion Device invented by Lee De Forest that amplified weak radio signals.

auditorium testing Research technique that tests popularity of records by playing them in front of a large group of people who fill out questionnaires about what they heard.

barter Type of payment for syndicated programming in which the syndicator withholds 1 or more minutes of

time in the program and sells these time slots to national advertisers.

beam splitter Optical device that dissects white light into its three primary colors: red, green, and blue.

bicycle network A network that distributes programs physically by shipping tapes to various stations.

blacklist List of alleged Communists and Communist sympathizers circulated in the 1950s; contained the names of some prominent broadcasters.

blanket rights Music licensing arrangement in which an organization pays BMI or ASCAP a single fee that grants the organization the right to play all of BMI's or ASCAP's music.

blanking pulse Signal carried inside the TV camera that shuts off the scanning beam to allow for persistence of vision.

block programming In radio, programming to one target audience for a few hours and then changing the format to appeal to another group. Used by many community radio stations.

browser Type of software that allows people to find information on the World Wide Web.

bumper Segment that introduces a newscast after a commercial break.

burnout Tendency of a song to become less popular after repeated playings.

Buying Power Index A weighted measurement describing a specific geographic market's ability to buy goods, based on population, effective income, and retail sales.

cable TV Distributing television signals by wire.

call-out research Radio research conducted by telephone to evaluate the popularity of recordings.

carrier wave Basic continuous wave produced by a radio or TV station; modulated to carry information.

catharsis theory Theory that suggests that watching media violence relieves the aggressive urges of those in the audience. There has been little scientific evidence for this position.

cathode ray tube (CRT) Picture tube in a TV set.

C band Satellite that operates in the 4–6-gigahertz frequency range.

channel Frequency on which a station broadcasts.

channel capacity In cable, the number of channels that can be carried on a given system.

charge-coupled device (CCD) Solid-state camera that uses computer chips instead of tubes.

chromakey Process by which one picture is blended with another in TV production.

clandestine radio services Unauthorized broadcasts, usually political in nature, conducted by groups in opposition to the current government.

claw In a motion picture projector, the device that grabs each frame of film by the sprocket holes and holds it in place in front of a light.

clearance Process in which an affiliate makes time available for a network program. In syndication, refers to the number or percentage of TV markets in which a program is carried.

clone Digital copy made from a digital master.

clutter Commercials and other nonprogram material broadcast during program breaks.

CODEC Technology that allows compression and decompression of large amounts of data.

coincidental telephone interview Method of audience research in which a respondent is asked what radio or TV station he or she is listening to at the time of the call.

common carrier Communication system available for public use such as the telephone or postal service.

community-service grants Money given by the government to public TV stations to support programming of special interest in the station's broadcast area.

compensation The amount of money networks pay to their affiliates for carrying the network-fed program. Compensation rates are based on market size, ratings, and affiliate strength.

compulsory license Fees paid by cable systems that use distant nonnetwork signals from other markets.

condenser microphone Microphone that uses an electrical device to produce the equivalents of sound waves.

convergence A trend whereby radio, television, and telephone communications are merged with the computer.

cooperative advertising Arrangement in which national advertisers assist local retailers in paying for ads.

cooperative advertising (co-op) A commercial where the cost is shared by the manufacturer of the product and the local retail outlet.

corporate video Usually done in a business setting, video production intended for a specific audience and usually not for public use.

cost per thousand (CPM) One measure of efficiency in the media. Defined as the cost to reach 1,000 people.

coventuring Arrangement by which a TV station's news department shares its newscasts with other local TV stations, cable systems, or radio stations.

cross-licensing agreement Agreement made between or among companies that allows all parties to use patents controlled by only one of the parties.

cultivation theory Theory suggesting that watching a great deal of stereotyped TV content will cause distorted perceptions of the real world.

cumulative audience In ratings, the number of different households that watch or listen to a program in a specified time period. Also called the unduplicated audience.

dayparts A way of dividing up the broadcast day to reflect standard time periods for setting advertising rates.

deflection magnet Device that directs the scanning beam inside a TV camera.

demographics Science of categorizing people based on easily observed traits. Age and sex, for example, are two common demographic categories.

dichroic mirror Mirror that separates white light into red, green, and blue light. Used inside a color TV camera.

dielectric Insulated middle portion of a coaxial cable.

digital audio broadcasting (DAB) Broadcasting a radio signal by using a binary code (0s and 1s).

digital audio tape (DAT) High-quality audio tape that uses the same digital technology as a CD.

digital compact cassette (DCC) Digital audio tape packaged in a cassette format.

digital signal Transduced signal that consists of binary codes (0s and 1s) that represent the original signal.

digital versatile disc (DVD) Device that stores video and audio information by using laser technology.

direct-broadcast satellite (DBS) Satellite transmission designed to be received directly by the home.

distance learning Process in which educational material is distributed by video to students in different locations.

downconverter Device that decodes microwave signals.

drop In cable, that part of the system that carries the signal from the feeder cable into the house.

duopoly (1) System of broadcasting in which two systems, one public and one private, exist at the same time, as in Canada. (2) Owning more than one AM or FM station in the same market.

dynamic microphone Microphone that uses a diaphragm and electromagnets to change sound energy into electrical energy.

effective radiated power (ERP) Amount of power a radio station is permitted to use.

electroencephalogram (EEG) A physiological measure of brain waves used in broadcasting and cable research.

electroluminescence (EL) Method of providing a flatscreen TV receiver.

electron gun Device in a TV camera that produces a stream of electrons that scans the image to be televised.

electronic news gathering (ENG) Providing information for TV news with the assistance of portable video and audio equipment. Also called electronic journalism (EJ).

electronic response indicator (ERI) Device that allows viewers to rate continuously a program or a commercial while they are viewing it.

encoder Device that combines the red, green, and blue information in a color TV signal with the brightness component.

equalizer Electronic device that adjusts the amplification of certain frequencies; allows for fine-tuning an audio signal.

erase head The part of a tape recorder that returns the metal filings to a neutral position, thus erasing any signal on the tape.

evening drive time In radio, a peak listening period that extends from 3:00 to 7:00 P.M. when many people are commuting home from work or school.

exclusivity deal In cable, an arrangement whereby one premium service has the exclusive rights to show the films of a particular motion picture company.

exit poll Survey in which voters are asked about their voting decisions immediately after they leave the voting booth; used to predict the outcomes of elections before the polls close.

expanded sample frame In ratings, a technique by which a sample is increased to include more minority groups.

fair use In copyright law, a small portion of a copyrighted work that can be reproduced for legitimate purposes without the permission of the copyright holder.

fairness doctrine Currently defunct policy of the Federal Communications Commission that required broadcast stations to present balanced coverage of topics of public concern.

false light A type of invasion of privacy in which media coverage creates the wrong impression about a person.

feeder line In cable, that part of the system that transfers the signals from trunk lines to house drops.

fiber-optic Cable used for transmitting a digital signal via thin strands of flexible glass.

fidelity Degree of correspondence between a reproduced signal and the original.

field Half of a complete TV picture; one field is scanned every sixtieth of a second.

financial interest and syndication rules (fin-syn) FCC regulations limiting network participation in ownership and subsequent syndication of programs produced for the network.

focus group Small group of people who discuss predetermined topics, such as a TV newscast.

Food and Drug Administration (FDA) Federal commission that is responsible for overseeing prescription drug advertising on TV.

footprint Coverage area of a communications satellite.

format The type of music or talk that a radio station chooses to program. Formats are usually targeted at a specific segment of the population. *See also* Demographics.

formative evaluation In corporate video, testing the storyboard, script, and rough cut of the program to determine if these elements are designed as originally planned.

frame Two fields or one complete TV picture; one frame is scanned every 30th of a second.

franchise agreement A contract between a local government and a cable company that specifies the terms under which the cable company may operate.

frequency Number of waves that pass a given point in a given time period, usually a second; measured in hertz (Hz).

frequency modulation (FM) Method of sending a signal by changing the frequency of the carrier wave.

frequency response Range of frequencies that a radio set is capable of receiving.

future file Collection of stories to be used in upcoming newscasts.

galvanic skin response (GSR) Measure of the electrical conductivity of the skin. Used in broadcast and cable research.

geosynchronous orbit A satellite orbit that keeps that satellite over one spot above the earth.

globalization Tendency for mass-media firms to have interests in countries all over the world.

grazing Method of TV viewing in which the audience member uses a remote-control device to scan all available channels during commercials or dull spots in a program.

gross impressions The total number of advertising impressions made during a schedule of commercials. GIs are calculated by multiplying the average persons reached in a specific time period by the number of spots in that period of time.

gross rating points The total number of rating points gained as a result of scheduling commercials. GRPs are

determined by multiplying the specific rating by the number of spots in that time period.

headend In cable, the facility that receives, processes, and converts video signals for transmission on the cable.

height above average terrain (HAAT) Measurement of the height of a transmitter tower; used to classify FM stations.

helical-scan tape recording Method of videotape recording in which the signal is recorded in diagonal strips.

high-definition television (HDTV) Improved resolution TV system that uses approximately 1,100 scanning lines.

holography Three-dimensional lensless photography.

homes passed Number of homes that have the ability to receive cable TV; that is, homes passed by the cable.

hook Short, easily identifiable segment of a recording.

households using television (HUT) Number of households that are watching TV at a certain time period.

hue Each individual color as seen on color TV.

hypodermic needle theory Early media effects theory stating that mass communicated messages would have a strong and predictable effect on the audience.

independent Station not affiliated with a network.

interactive television System in which TV viewers respond to programs by using a special keypad.

international broadcasting Broadcast services that cross national boundaries and are heard in many countries.

International Telecommunications Union (ITU) Organization that coordinates the international broadcasting activities of its members.

Internet A global network of interconnected computers.

inventory The amount of available advertising time a media outlet has to sell; unsold time.

ISP Internet service provider; A company that connects subscribers to the Internet.

keying Process by which one video signal is electronically cut out of or into another.

kinescope Early form of recording TV shows in which a film was made of a TV receiver.

Ku band Communications satellite that operates in the 12–14-gigahertz frequency range.

LAN Local area network. A group of computers that are linked together.

license agreement Arrangement between a syndicator and a TV station specifying the number of times a

movie or TV show may be shown in a given time period.

limited-effects theory Media effects theory suggesting that media have few direct and meaningful effects on the audience.

liquid crystal display (LCD) Flat-screen display system being developed for use in TV receivers.

live assist Form of radio production where local announcers and DJs are used in conjunction with syndicated programming.

local market agreement Arrangement whereby a company that owns one radio station can manage assets of another station without violating FCC ownership rules.

local origination Program produced by a local TV station or cable system.

lowband That part of the cable occupied by channels 2 to 6 and FM radio.

low-power television (LPTV) Television stations that operate with reduced coverage and have a coverage area only 12–15 miles in diameter.

luminance Degree of brightness of a TV picture.

market Specific geographic area served by radio and TV stations. The United States is divided into approximately 210 different markets.

meta-analysis Research technique that summarizes the findings of many separate studies about a single topic.

midband That part of the cable signal occupied by TV channels 7 to 13 and cable channels 14 to 22.

minidisc (MD) A more compact version of the CD, about one-fourth the size of a standard CD.

minidoc Multipart reports that generally air Monday to Friday on local TV stations. Each minidoc segment may only be 3 or 4 minutes long.

mixing console Master control device in an audio studio that selects, controls, and mixes together various sound inputs.

modem Device that connects computers to phone lines.

modulation Encoding a signal by changing the characteristics of the carrier wave.

monopoly The ability to exercise unrestrained power over a market; the existence of no real or effective competition.

morning drive time In radio, 6:00 to 10:00 A.M. Monday through Friday when large numbers of people are listening in their cars.

MP3 Recording compression technique that makes it possible to share audio files over the Internet.

multichannel, multipoint distribution system (MMDS) System using microwave transmission to provide cable service into urban areas; also called wireless cable.

multichannel television sound (MTS) Stereo sound and a second audio channel are multiplexed in the audio portion of the TV signal.

multimedia System that combines TV set, computer, CD player, and telephone.

multiple-system operator (MSO) Company that owns and operates more than one cable system.

multiplexing Sending different signals with the same channel.

National Association of Broadcasters (NAB) Leading professional organization of the broadcasting industry.

National Cable Television Association (NCTA) Leading professional organization of the cable industry.

national representative (rep) Organization that sells time on a local station to national advertisers.

national spot sales Advertising placed on selected stations across the country by national advertisers.

National Television System Committee (NTSC)

Group that recommended the current technical standards for color TV. Also refers to the North American standard for television broadcasting.

network compensation Money paid by a network to one of its affiliates in return for the affiliate's carrying network shows and network commercials. *See also* Clearance.

network programming Programs that are financed by and shown on TV networks.

news consultants Research companies that advise stations about ways to improve the ratings of their news programs.

news-on-demand System in which a TV news service and an Internet portal cooperate so that a viewer can watch only those news stories that he or she is interested in.

noise Unwanted interference in a video or audio signal.

oligopoly In economics, a situation in which there is limited or managed competition. In broadcasting, the condition of having limited number of competitors, which ensures that every outlet will find some audience.

open video system An arrangement whereby a telephone company can offer television programs.

orbital slot "Parking place" for a communications satellite in geosynchronous orbit.

oscillation Vibration of a sound or radio wave.

overbuild More than one cable system serving a community.

package (1) News story that includes pictures of the newsworthy event, the natural sound, and a reporter's

voice-over. (2) Series of theatrical movies made available by a distribution company for sale to cable and broadcast TV stations.

panel method Research technique in which the same people are studied at different points in time.

payola Bribes given to DJs to influence them to play particular records on radio stations.

pay per transaction (PPT) System of videocassette rental in which the motion picture production company receives a portion of the rental fee whenever one of its movies is rented.

pay per view (PPV) System in which cable subscribers pay a one-time fee for special programs such as movies and sporting events. *See also* Addressable converter.

PEG channel Cable station set aside for public, educational, or government use.

Peoplemeter In ratings, handheld device that reports what TV show is being watched. Peoplemeters also gather demographic data about who is watching.

persistence of vision Tendency of perceptual system to retain an image a split second after the image is removed from sight. Makes possible the illusion of motion in film and TV.

personal Peoplemeter (PPM) A device that is carried by an individual to measure radio listening and TV viewing by detecting subaudible tones in the stations' signals.

personal video recorder (PVR) Device that records video on hard disk, similar to a computer hard drive. TiVo is an example.

phi phenomenon Tendency of perceptual system to "fill in blanks" between two light sources located close to one another. As one light blinks off and the other blinks on, the brain perceives the change as motion.

photon Packet of light energy.

pilot Sample episode of a proposed TV series.

pirate station Unauthorized radio or TV station that generally broadcasts entertainment material.

playback head In a tape recorder, the device that reproduces the signal stored on the tape.

playlist List of records that a radio station plays. *See also* Format.

plug-in Special type of software that allows Internet browsers to display special audio, video, and graphics files.

pods A cluster of commercials, promotions, or other announcements.

portal First page opened by an Internet browser.

preemption Show that a network affiliate refuses to carry.

prime-time access rule (PTAR) In general, a regulation that limits the TV networks to 3 hours of programming

during the prime-time period. Exceptions are made for news, public affairs, children's shows, documentaries, and political broadcasts.

privatization Trend in which former public or state-owned broadcasting systems are becoming privately owned.

promotional announcement (promo) Short announcement to remind viewers or listeners about an upcoming program.

psychographic research Research that uses personality traits to segment the audience.

psychographic variables Psychological factors that explain audience behavior.

public service announcement (PSA) Announcement for charitable or other worthwhile endeavor presented free of charge by broadcasters.

puffery Allowable exaggeration in advertising claims.

pulse code modulation (PCM) Method used in digital recording and reproduction in which a signal is sampled at various points and the resulting value is translated into binary numbers.

pure competition In economics, a state where there is sufficient competition in the marketplace that prices of goods and services move toward actual cost. In broadcasting, having a sufficient number of voices in the marketplace to keep ratings and rates in a state of equilibrium.

Q score See TV Q.

radio broadcast data system (RBDS) New generation of radio receivers that can display information as well as play music.

rating In TV, the percentage of households in a market that are viewing a station divided by the total number of households with TV in that market. In radio, the total number of people who are listening to a station divided by the total number of people in the market.

recording head Device in a tape recorder that stores a new signal on the tape.

retracing Scanning process that goes on inside a TV set.

right of first refusal Network's contractual guarantee to prohibit a production company from producing a specific show for another client.

rotation Mix or order of music played on a radio station.

rough cut Preliminary rendition of an ad or a TV show produced so that viewers can get a general idea of the content.

sampling (1) Selecting a group of people who are representative of the population. (2) In digital signal

processing, selecting a number of points along an analog signal and converting the signal into binary numbers.

satellite master-antenna television (SMATV) System used in apartment buildings in which a master receiving dish and antenna on top of the building pick up TV signals, which are then transmitted by wire to dwelling units.

satellite news gathering (SNG) Use of specially equipped mobile units to transmit live and taped remote reports back to a local station.

saturation Strength of a color as seen on color TV.

scanner Radio monitor that is tuned to police and fire frequencies.

scanning Technique by which the beam of electrons inside a TV camera traces its way across an image.

scatter market In broadcasting, commercial time that corresponds to the calendar year; the four quarters in the scatter market reflect the various seasons of the year.

sell-through A tape designed to be sold directly to consumers as opposed to video rental stores.

sets in use In ratings, the number of radio or TV sets that are in operation at a given time.

share In radio, the number of people who are listening to a station divided by the total number of people who are listening to radio at a given time. In TV, the total number of households watching a given channel divided by the total number of households using TV.

sideband Signals above and below the assigned frequency of a carrier wave at a TV or radio station.

signal-to-noise ratio Amount of desired picture or sound information that remains after subtracting unwanted interference.

simulcast Radio program aired in both AM and FM at the same time on two different stations. Also a TV show, usually a concert, carried by an FM station at the same time it is being televised.

single-system operator (SSO) Company that owns and operates one cable system.

skip Tendency of radio waves to reflect off the ionosphere and back to earth, then back to the ionosphere, and so on. Makes possible long distance radio transmission.

SMATV Satellite master antenna TV.

specific-effects theory Theory that posits there are certain circumstances under which some types of media content will have a significant effect on some audience members.

spot sets Segments in radio programming, such as commercials and promotions, which interrupt the normal programming content.

standing order A commercial order that gives a certain time in the broadcast schedule to the same customer until the order is rescinded.

stand-up Reporter standing in front of the camera providing an opening, bridge, or closing for a story. *See also* Package.

station Organization that broadcasts TV or radio signals.

station identification Station announcement broadcast at the top or bottom of the hour telling call letters and location or having station logo superimposed on the screen.

step deal Contractual arrangement by which TV series are produced. Production proceeds in a series of defined steps, with the network having the option to cancel after each step.

stimulation theory Theory suggesting that watching media violence will stimulate the viewer to perform aggressive acts in real life. Opposite of the catharsis theory.

storage instantaneous audimeter (SIA) Computer-assisted TV measurement device that makes possible overnight ratings.

storyboard Drawings illustrating what a finished commercial or segment of a TV show will look like.

streaming A technique that allows sound and moving pictures to be transmitted on the World Wide Web.

stripping Scheduling the same show to run in the same time period from Monday through Friday.

subscription television (STV) System that sends programs in scrambled form to TV sets equipped with decoders.

subsidiary communications authorization (SCA) A service provided by FM stations using additional space in their channel to send signals to specially designed receivers.

summative evaluation In corporate video, research that looks at the effectiveness of a completed program. *See also* Formative evaluation.

superband That part of the cable signal that carries channels 23 to 69.

supergroup Radio companies that control large numbers of stations in several different markets.

superstation Local TV station that is distributed to many cable systems via satellite, giving the station national exposure.

survey Research method that uses questionnaires or similar instruments to gather data from a sample of respondents.

sustaining program Common in early radio, a program that had no commercial sponsors.

switcher Device used to switch from one video signal

to another. Can also be used to combine more than one video signal.

synchronization pulse Signal that enables the output of two or more cameras and other video sources to be mixed together and also keeps the scanning process in the camera operating in time to coincide exactly with the retrace process in the TV receiver.

syndicated exclusivity (syndex) FCC rule stating that local cable systems must black out programming imported from a distant station if it is being carried by a local station in the cable system's market.

syndication The sale and distribution of programming directly to the station. First-run syndication involves products that have been specifically produced for airing in the syndication marketplace.

target audience Specific group a radio or TV program is trying to attract.

target plate Mirrorlike device inside a TV camera that holds the image while the image is scanned by the electron beam.

teaser Clever line used to introduce a newscast.

teleconference Video link between individuals, frequently used for business conference.

teleports Facilities that provide uplinks and downlinks with communication satellites.

teletext Cable service that offers text and graphics displayed on the screen.

tiering Process of selling cable subscribers increasing levels of service.

timeshifting Recording something on a VCR to watch at a more convenient time.

tip sheet Radio industry publication reporting current musical preferences across the country.

total survey area (TSA) In ratings, a geographic area where at least some viewing of TV stations in a given market occurs. *See also* Area of dominant influence.

tradeout Swapping advertising time for a product or service.

transponder The part of a communication satellite that receives a signal from an earth station and retransmits it somewhere else.

treatment Short narrative used to sell an idea for a TV show or series to a production company.

trunk line Main cable lines connecting the headend to the feeder cables.

turnkey automation Radio station that is fully automated.

TV Q Score that measures the popularity of TV celebrities.

TV receive-only earth station (TVRO) Home satellite dish that receives TV programming.

TVRO Satellite television receive-only earth station.

ultra-high frequency (UHF) The portion of the electromagnetic spectrum that contains TV channels 14 to 69.

underwriting Assisting a station in paying for a public radio or TV program in exchange for a mention on the air. Major corporations are the most frequent underwriters.

upfront sales Network television time that is sold in the summer before the actual television season begins. Upfront sales are frequently for dayparts as opposed to actual programs.

uplink Ground source that sends signals to a communication satellite.

URL Uniform resource locator; a unique address of an Internet site.

uses and gratifications Research tradition that examines the reasons people use the media.

V-chip Device installed in TV sets that blocks out violent programming.

velocity microphone Microphone that uses a thin metal ribbon and electromagnets to reproduce sound.

vertical blanking interval Portion of the TV signal that occurs between fields; used to send teletext and closed-captioning.

vertical integration Process by which a firm has interests in the production, distribution, and consumption of a product.

very high frequency (VHF) The part of the electromagnetic spectrum that contains TV channels 2 to 13.

video news release (VNR) In corporate video, a complete video package sent by a company to a news organization in an attempt to get broadcast time.

video on demand Interactive service that allows customers to order the television programs and services they want when they want them.

videotex Two-directional information service linking a data bank with computer terminals via cable or telephone lines.

video toaster A personal computer that generates special video effects.

virtual reality Computer system that creates three-dimensional images that users interact with by means of special goggles and gloves.

voice-tracking Radio technique in which a disc jockey records his audio for a program and all other elements are added later by a computer. Makes it possible for one DJ to do programs for several different stations.

waveform Visual representation of a wave as measured by electronic equipment.

wavelength Distance between two corresponding points on an electromagnetic wave.

World Wide Web Part of the Internet that contains sites featuring text and graphics.

zapping Deleting the commercials when videotaping a program off the air for later viewing.

zipping Fast-forwarding through the commercials when viewing a program recorded off the air.

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