

# BROADCASTING IN AMERICA

HEAD  
STERLING



SIXTH  
EDITION



# BROADCASTING IN AMERICA

## A Survey of Electronic Media

SIXTH EDITION

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# PREFACE

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Despite enormous changes in its field of coverage since the first edition, the sixth edition of *Broadcasting in America* retains its original underlying goal of viewing the electronic media in a broad academic perspective. These media, both as products of contemporary social forces and as social forces in their own right, should be seen in context. They impinge on many academic areas, ranging from economics to law, from history to social science. Study of the electronic media can be interesting and rewarding in itself, but also can both enrich the study of other subjects and in turn be enriched by them.

Though retaining the same general outline, the present edition of *Broadcasting in America* introduces changes in keeping with the changing media scene and in response to recommendations of teachers who had used the fifth edition. For example, we have reverted to treating public broadcasting in a chapter of its own, except for some commercial-noncommercial comparisons in the program chapters. The comparison of the American system with systems in other countries now appears as a concluding instead of as a preliminary chapter. The prologue now introduces the book's key concepts.

More generally, the profound changes brought about by cable television, satellites, videocassettes, digital signal processing, and deregulation have been more thoroughly assimilated throughout the text than was possible heretofore. We have also tried to improve the readability of the text throughout and to illustrate it more fully. Many new exhibits have been added, ranging from photos of leading per-

sonalities to detailed explanations of technical developments. Broadcasting industry terms are defined in text and can also be referenced in the index.

## Special Features

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- The new prologue introduces the key concepts used throughout the book, stripped of the details that might initially confuse readers new to the field. This preliminary overview should help orient readers before they plunge into the more detailed chapters that follow.
- Part I has been recast to take into account the longer perspective now available on electronic-media history. This revision has meant sacrificing some of the details of early broadcasting development to enable enlarging on the evolution of cable television, satellite relays, and other later trends.
- Part 2 devotes more attention to newer technologies such as satellite relays, digital processing, and high-definition television. At the same time, some of the more intricate aspects of these and other technical matters have been detached from the main text as sidebar features. Those who find that grappling with the physical aspects of the electronic media somewhat daunting can skip over these technical exhibits without losing the main thread of the exposition.
- Part 3 fully explores the bottom-line thinking that pervades the industry because of deregulation and the "urge to merge," which have resulted in

such industry-shaking events as General Electric's absorption of RCA, and Sony's takeover of both CBS Records and Columbia Pictures. The economic chapters conclude with a down-to-earth analysis of the contemporary media job market with special reference to opportunities for women and minorities.

- Part 4 shows how new economic forces have affected programs, programming, and program production, reflecting the emergence of cable television as a major player with its own creative agenda and its own programming strategies. This Part includes an extensive analysis of sports programming and scheduling.
- Part 5's presentation of effects research reflects changes in audience research brought about by the introduction of People Meters.
- Part 6 takes a more hard-nosed view of the goals and processes of deregulation than heretofore, fully exploring the fall-out from the increased reliance on marketplace competition, consumer sovereignty, and conservative judicial thinking. It takes into account new First Amendment perspectives brought about by technological convergence. The three chapters of this part have been reorganized into what we think is a more easily understood sequence, with chapters focusing respectively on laws and agencies, licensing, and constitutional issues.
- Finally, the epilogue takes into account the changing international role of U.S. media in the face of shifting world forces such as the growing reliance on market-based economies, reflected in the emergence of the Common Market in Europe and *perestroika* and *glasnost* in the Communist World.

## Ancillary Support

Michael Porter of the University of Missouri has prepared a wholly new *Instructor's Manual with Test Items*. It includes chapter analyses and summaries, reviews of learning objectives and key concepts, lecture and activity suggestions, and a bank of multiple-choice test items. The manual also includes a series of "Memos to BIA Course Instruc-

tors" from the authors, containing suggestions reflecting their long teaching experience and the goals they had in mind in writing the book.

A *Microtest* program incorporates the multiple-choice test items on a floppy disk for use with IBM, IBM-compatible, and Macintosh personal computers.

Louise Benjamin of Indiana University has written an all-new *Study Guide* for students. It includes chapter-by-chapter lists of learning objectives, key concepts, and practice multiple-choice test items. The test items include analyses explaining why the wrong answers are wrong and the right answers right, with cross-references to the relevant passages in the text.

## Contributing Authors and Critics

As in the last edition, the chapters on programs and economics were contributed by specialists in these fields, respectively Professors Susan Tyler Eastman (Indiana University) and Lemuel B. Schofield (University of Miami). Professor Eastman, senior editor of and a contributor to *Broadcast/Cable Programming: Strategies and Practices* (Wadsworth, 3d ed., 1989), has taught "the BIA course" for more than a decade. Professor Schofield, associate dean of the University of Miami School of Communication, combines extensive experience as an attorney and as a television station manager with that of teaching broadcast/cable management courses. In addition to writing the economics chapters, he generously provided program economics data and other material used elsewhere in the book.

The authors and contributors are grateful to the many people in the academic and business worlds who gave valuable expert advice and specialized assistance. We wish to acknowledge in particular the help we received from Erwin Krasnow of Verner, Liipfert, Bernhardt & McPherson (advice on legal material), Stephen Winzenberg of Florida South College (material on religious broadcasting), and Marcia Kreuger of George Washington University (research and computer services).

The teachers listed below reviewed the draft manuscript at the publisher's request. Their unsigned

critiques alerted us to errors and offered helpful counsel on both organization and content.

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We assume responsibility for the use made of the assistance given by the above and other advisors.

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# BROADCASTING IN AMERICA



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