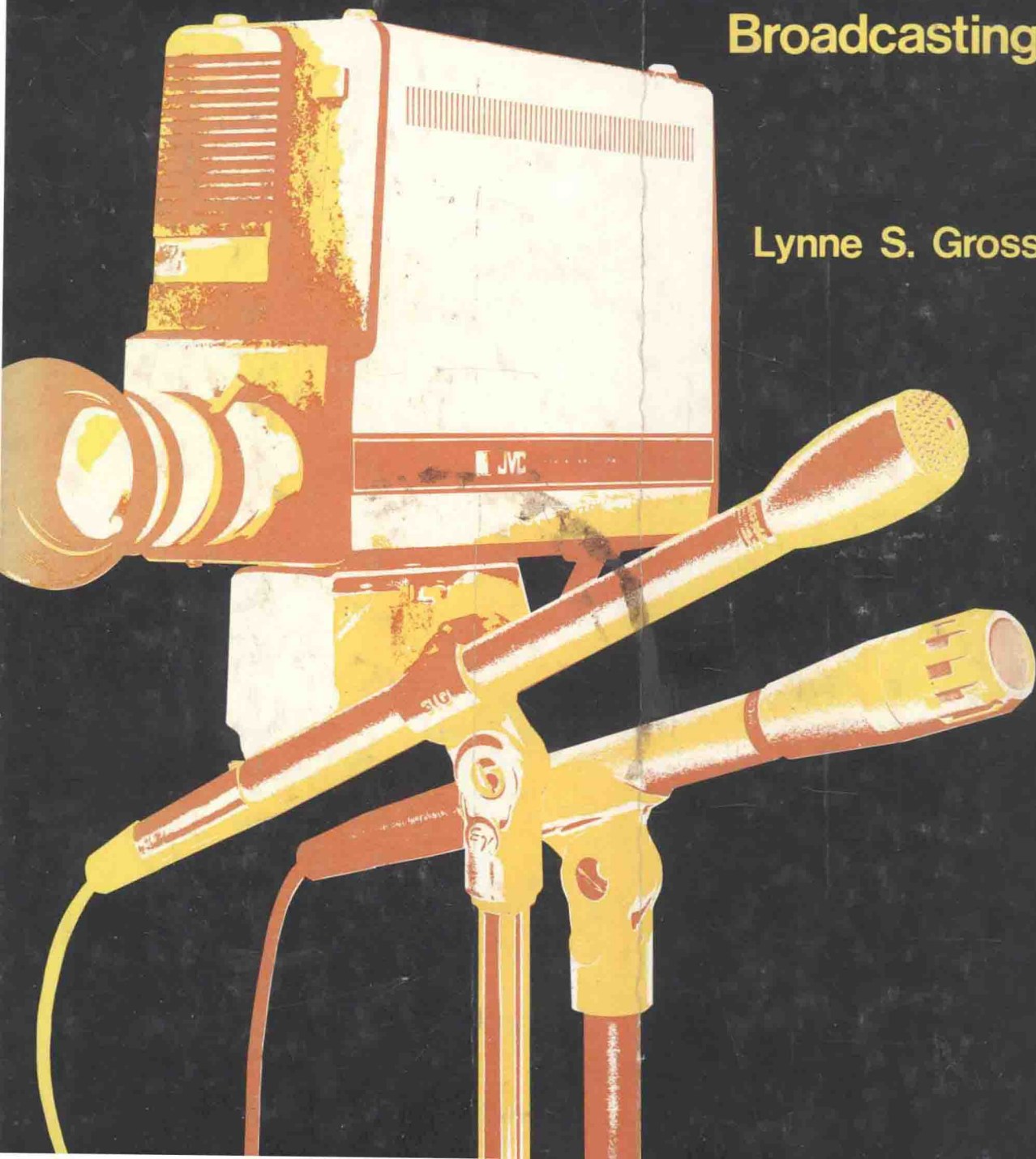


See/Hear

An Introduction to
Broadcasting

Lynne S. Gross



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Broadcasting

Lynne S. Gross
Loyola Marymount University

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To April,
for her devoted overview.

Preface

Purpose Broadcasting is one of the most potent forces of our world today. It influences society as a whole and it influences every one of us as an individual. Broadcasting is a very public, not private, business in the sense that the air through which radio and TV are broadcast “belongs” to everyone. No less does the broadcast product “belong” to everyone—through the click of a switch and the twist of a dial. Every one of us, as an individual *and* as a representative of society, has a right to become involved in broadcasting fare and has an obligation to understand why we need to interact with what is now called the electronic media. Some knowledge of the background and structure of the industry is an essential basis for this understanding. One goal of this book is to provide just that kind of specific knowledge.

Audience The book is designed to give an overview of broadcasting for people interested in entering the field as a career and also for people interested primarily in gaining a better understanding of the assets and liabilities of instant communication. The book emphasizes factual information, but it also introduces and discusses many controversial aspects of broadcasting to stimulate readers to form their own opinions about goals for the present and future of broadcasting.

Organization of Book The first four chapters of the book deal with history and technology to give the basic background necessary to understand the radio and television industries. The next three chapters discuss what is most familiar to most readers—programming. Chapters 8 through 11 cover the inner workings of the industry in terms of government regulation, self-regulation, advertising, and ratings. Public broadcasting and cable TV are handled in detail in chapters 12 and 13. Chapter 14, which deals with personnel, sketches the organization of broadcasting and should help students decide whether or not they wish to enter the field. Chapter 15 considers broadcasting in other countries. The final chapter, 16, is a crystal ball approach to the future of broadcasting.

The chapters do not need to be read in chronological sequence. However, some terms defined early in the book may be unfamiliar to people who read later chapters first. The glossary can help overcome this problem. It includes important technical terms which students may want to review from time to time. It also includes less important terms which students need not understand so precisely in order to follow the material presented but which they may want to add to their vocabulary. Words that are defined in the glossary are set off in bold face type the first time they occur within any particular chapter. Also included in the glossary are abbreviations that are used frequently in the broadcasting field. Even though the full name or term is spelled out in the text the first time it is used, memory might fail when the abbreviation appears alone later; it can be refreshed by a quick turn to the glossary.

As a further aid, a summary is provided at the end of each chapter, with important names and major terms and concepts printed in italics. Reading only the summaries cannot in any way substitute for reading the chapters, however. In fact, the summaries will probably be incomprehensible to someone who has not read the material. They are offered mainly as a quick review for students who wish to be assured that they remember significant points.

Over three hundred photographs, drawings, diagrams, and charts throughout the book are intended to be entertaining as well as informative. Some of the photos that have never been printed before testify to unsung but unique facets of broadcasting.

An Instructor's Resource Manual accompanies this textbook. It includes lists of sources for supplementary teaching materials; suggestions of lecture topics; resources for guest speakers; discussion and test questions; and additional background bibliography. Also included are two sample course outlines—one designed by Deanna Robinson for a ten-week one-quarter course, the other designed by me for an eighteen-week one-semester course.

This book represents the combined efforts of many people. The idea was first suggested to me by members of the Community College Telecommunications Association of California. Henry Leff, City College of San Francisco, devised the title. Dana Hawkes, Palomar College, used chapter drafts in teaching. His students' many suggestions for improvements were greatly appreciated. I am especially grateful to True Boardman, radio and TV writer-director, Boris D. Kaplan, former director of nighttime programs, CBS, and Joe Keane, former program director of KHJ-TV, for the time and judgment they gave to a critical reading of this book. I want to express my appreciation also to Dan Baker for his drawings and to Ray Burton, John Gregory, Tom Koehring, Don McCall, Gay Russel, Don Scouller, Doree Steinmann, and many of my students, first at Long Beach City College and then at Loyola-Marymount University. They read individual chapters, initial drafts, and outlines. Suggestions, factual informa-

Special Features

Supplementary Materials

Acknowledgments

tion, and photographs were supplied by many of my fellow governors of the Academy of Television Arts and Sciences as well as others in the broadcasting industry. I would also like to thank Elizabeth Munger for her excellent editing, Linda Lockhorn for long hours of typing, Barb Grantham for the attractive book design, and my husband and three sons for their tolerance and understanding while I was working on the text.

Lynne S. Gross

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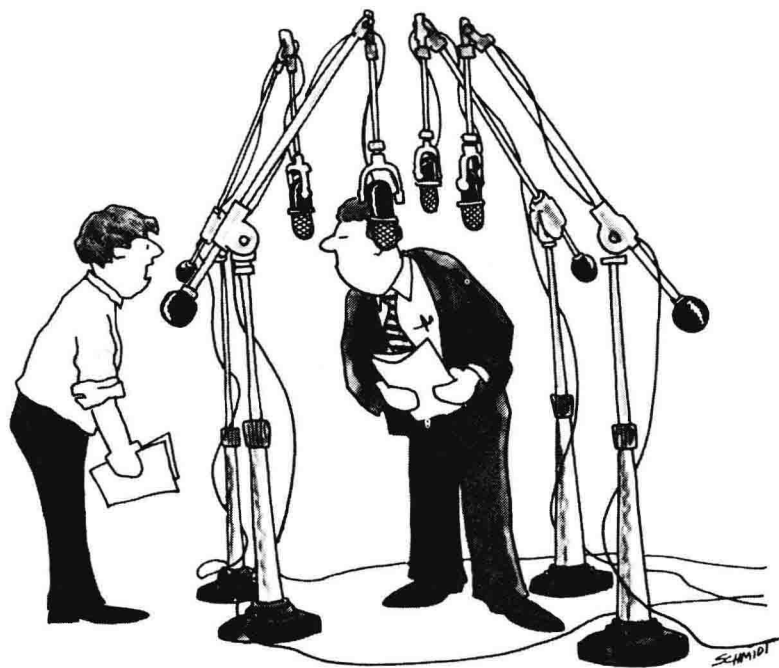
See/Hear

1 In the Beginning

A History of Radio

It is inconceivable that we should allow so great a possibility for public service as broadcasting to be drowned in advertising chatter.

*Herbert Hoover, when he was
Secretary of Commerce*



Cartoon copyrighted by *Broadcasting* magazine

“Don’t forget to announce that this is our first quadraphonic broadcast.”