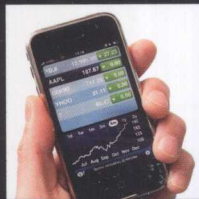


A large satellite with two long solar panel arrays and two large parabolic dish antennas is shown in space. The Earth is visible in the background, showing the Americas. The satellite's body is gold-colored with a black circular antenna on top.

SEVENTH EDITION

# 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

**Seventh Edition**

**Joseph R. Dominick**

*University of Georgia, Athens (Retired)*

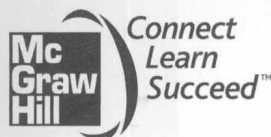
**Fritz Messere**

*State University of New York, Oswego*

**Barry L. Sherman**







BROADCASTING, CABLE, THE INTERNET, AND BEYOND, SEVENTH EDITION

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## 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 going 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 undergraduate (1971) and graduate degrees (1976) from the State University of New York. He is the dean of the School of Communication, Media, and the Arts at Oswego State University and professor of broadcasting and telecommunications. In addition to *Broadcasting, Cable, the Internet, and Beyond*, Messere is the coau-

thor of four books about media, media production, and technology. He has broad experience in radio and television production and media management. Messere served as faculty fellow and senior fellow at the Annenberg Washington Program in Communications Policy and on the National Experts Panel on Telecommunications for the Rural Policy Research Institute. He also served as external assistant to FCC Commissioner Mimi Wayforth Dawson.

**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

**T**here's a scene in Lewis Carroll's *Alice's Adventures in Wonderland: Through the Looking Glass* that is relevant to today's electronic media. Alice and the Red Queen are running fast but are staying in the same spot. Alice is perplexed at their lack of progress, but as the Red Queen explains, "[I]t takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!"

Given the pace of change in today's media world, professionals, teachers, students, and textbook writers must feel a lot like Alice: They must run as fast as they can just to keep up with the changing media landscape. In that connection, the seventh edition of *Broadcasting, Cable, the Internet, and Beyond* is a sprint to bring the book up to speed with the electronic media's current situation. Consider that the bulk of the previous edition of this text was written in 2007, when

- Facebook had about 12 million members; it had more than 500 million in 2010.
- YouTube was barely more than a year old and was boasting that the site was getting 100 million views per day. In 2010 that number had increased to 2 billion.
- Hulu.com had yet to appear.
- Google was just a search engine. In 2010 it announced it was entering the TV business.
- The iPhone had just been announced, and the iPad hadn't been invented yet.
- Video clips were showing up on a relatively small number of Web sites. Now they are everywhere.
- The vast majority of people watched TV on a TV set. Only a few watched on their computers or iPods.
- Just slightly more than 10 percent of U.S. households had HDTV. In mid-2010 about 65 percent of households had high-definition sets.

- TV was still broadcasting analog signals.
- Revenue at local TV stations was more than 20 percent higher than in 2010. Network TV revenue was about 10 percent higher in 2007 than in 2010.
- The average gross domestic product (GDP), a key measure of the economy, had been 7 percent in 2006. In 2009 it was less than 1 percent.
- The unemployment rate was 4.6 percent. As of mid-2010, it was more than double that 2007 figure.

This list could be expanded, but the point is probably already clear: Things are changing so fast it is difficult to keep up. Hence the need for a new edition.

## NEW AND IMPROVED

There are two major changes to the seventh edition. First, in response to reviewer and user feedback, Chapter 14, the chapter about international communication, has been eliminated. Users suggested that this material would be more appropriate for a more advanced course. We do not, however, totally ignore the international dimension. We have moved the information most relevant to an introductory text into other appropriate chapters. Second, Chapter 6, previously titled "The Internet and New Media Today," has been totally overhauled. Rather than trying to cover the structure, organization, content, economics, and social consequences of the Internet (topics that would require an entire book or two to address adequately), we have refocused the chapter so that it now looks at the basics of the Internet, the Internet's impact on traditional media, and the growth of social media and then discusses audio and video on the Web, a topic most of interest to the ever-changing electronic media.

In addition to these major changes, Chapter 1 ("History of Broadcast Media") has been updated to include the impact of the recession at decade's end, new technology, including HDTV and mobile TV, and the changing legal and regulatory environment

ushered in by a new administration in Washington. Chapter 2 (“History of Cable, Home Video, and the Internet”) now traces the development of the DVD and Blu-ray disk along with a discussion of the history of portable media. Chapter 3 (“Audio and Video Technology”) has received a major makeover and now includes an extended discussion of digital audio and video production, transmission and storage techniques, and a description of wireless technology. This chapter attempts to convey the specialized information that is needed by today’s student without becoming overly technical.

Chapter 4 (“Radio Today”) examines the changing competitive environment of the modern radio station and includes an updated look at the industry’s current economic situation as well as discussions of changes in radio programming, ownership, and organization. The chapter concludes with a section about the impact of mobile devices and the Internet on the traditional radio station. Chapter 5 (“Broadcast and Cable/Satellite TV Today”) looks at the changes that have transformed contemporary broadcast and cable/satellite television, including digital transmission, mobile media, TV programs delivered via the Internet, and the struggle between broadcasters and cablecasters over retransmission fees. As mentioned earlier, Chapter 6 (“The Internet, Web Audio, and Web Video”) now focuses on TV and radio carried via the Web.

Chapter 7 (“The Business of Broadcasting, Cable, and New Media”) has been revised to reflect how the traditional broadcasting/cable business has been affected by changing economic conditions and emerging media. The chapter also contains a new section about Internet advertising challenges and opportunities. Chapter 8 (“Radio Programming”) updates the current status of radio programming with a special emphasis on the impact of MP3 players, Internet radio stations, and social media. Chapter 9 (“TV Programming”) examines the current state of television news and entertainment programming, including a new discussion of the effects of social media on news coverage and the latest trends in TV production.

Chapter 10 (“Rules and Regulations”) discusses the debate over “network neutrality,” the continuing issues regarding copyright and the Internet, and the back-and-forth between the FCC and the courts concerning broadcast indecency. Chapter 11 (“Self-Regulation and Ethics”) looks at the ongoing

debate over what is acceptable in broadcast television and the efforts of the industry to promote the V-chip. Chapter 12 (“Ratings and Audience Feedback”) has been updated to reflect the expanded use of local market People Meters, C3 ratings, and the current methods of measuring the Internet and mobile TV audiences. Finally, Chapter 13 (“Effects”) now contains the latest research concerning violent video games and the impact of the electronic media, particularly social media, on the political process.

## BOXED INSERTS

The seventh edition continues the use of thematically organized boxed inserts to present expanded examples and discussions of topics mentioned in the text or interesting snapshots of industry leaders. Dozens of new boxes have been added. For example,

- Chapter 5 (“Broadcast and Cable/Satellite TV Today”) includes a new box about the issue of diversity in TV station ownership.
- Chapter 6 (“The Internet, Web Audio, and Web Video”) contains a new box about podcasting.
- A new box in Chapter 7 (“The Business of Broadcasting, Cable, and New Media”) looks at the economics behind NBC’s failed attempt with a prime-time version of the Jay Leno show.
- Chapter 10 (“Rules and Regulations”) has a new Issues box that examines the continuing decline of libel cases filed against the electronic media.
- The pros and cons of the pressure group the Parents Television Council are discussed in a new box in Chapter 11 (“Self-Regulation and Ethics”).

## Web Support

As with the sixth edition, each chapter of the book is supported by an interactive Web site 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 Web site at [www.mhhe.com/dominickbib7e](http://www.mhhe.com/dominickbib7e).



## Something Familiar

The seventh edition continues to use the same organizational structure that was introduced in the fifth 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 outlining various 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 and schedule content that appeals to audiences that advertisers want to reach.
- 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.

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

As was 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 seventh 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 characterize this industry.

## Acknowledgments

Naturally, writing any book requires a gestation period in which the authors spend quite a bit of time doing research, fretting, writing, rewriting, and (sometimes) pacing. Family members are very supportive during the birth of any new edition, and we would be remiss if we did not thank those who put up with this behavior.

Many people helped by giving us up-to-date information about the industry and helping us understand the trends that are constantly moving the media in new directions. We are grateful to Rick Yacobush at Clear Channel Radio in Syracuse, Jack Myers for sharing some of his immense knowledge of the media business, Fred Vigeant of WRVO-FM, Tanya Dessereau at Veronis Suhler Stevenson, Andy Rainey of the Radio Advertising Bureau, Rick Greenhut at iBiquity Digital Corporation, Cliff Kobland for his insights about media, and Arielle Glott for her research help.

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The crew members at McGraw-Hill are really wonderful. We would like to thank our development editors, Craig Leonard and Nikki Weissman, and our project manager, Lisa A. Bruflodt.

Finally, this is the third edition to be published after the untimely death of our friend and coauthor, Barry Sherman. Once again, we hope we have produced a book that Barry would be proud of.

**Joseph R. Dominick**  
**Fritz Messere**

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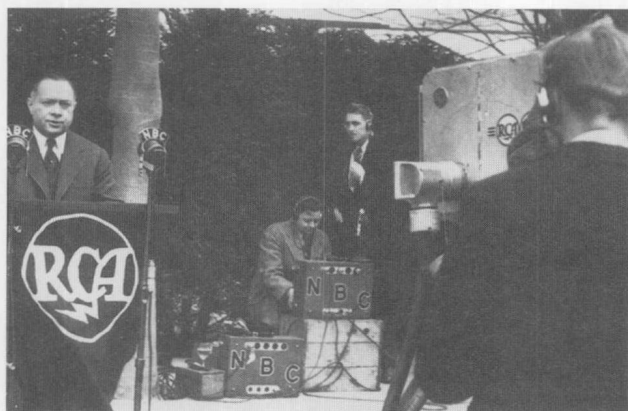
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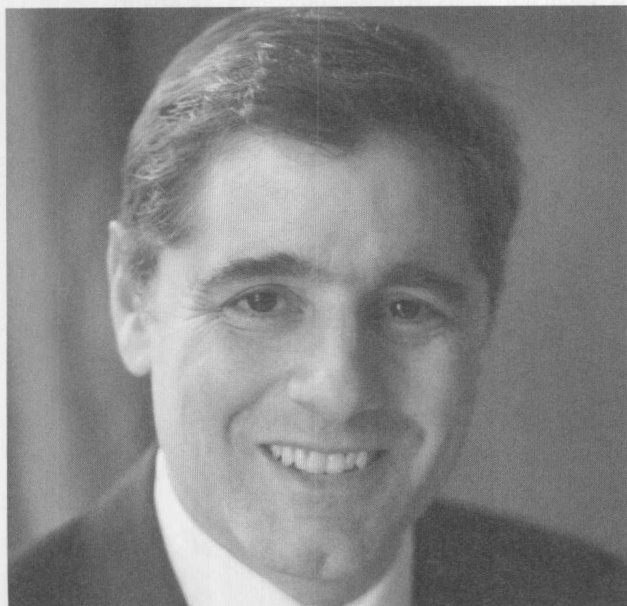
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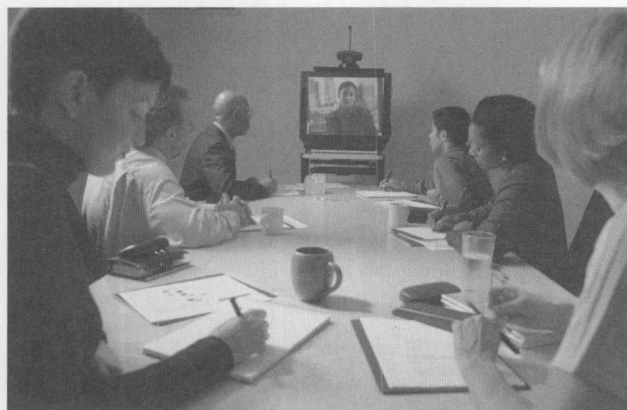
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