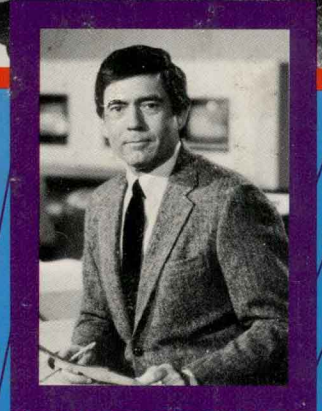
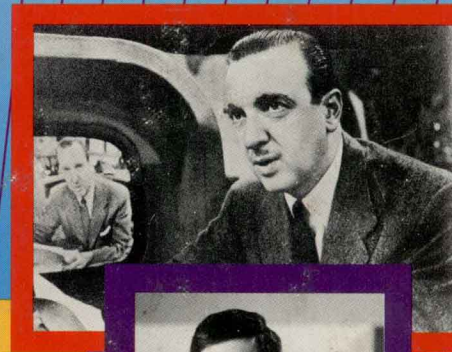
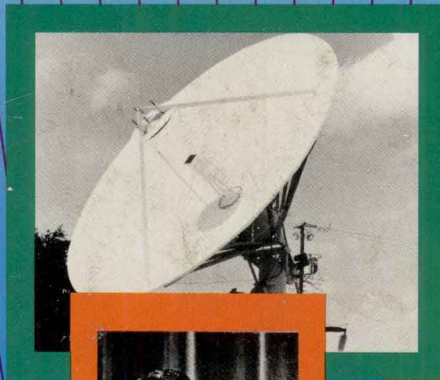


PERSPECTIVES ON RADIO AND TELEVISION

TELECOMMUNICATION IN THE UNITED STATES

F. Leslie Smith

Second Edition



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United States

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F. Leslie Smith

University of Florida



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Preface

The first edition of this book set forth three primary goals—(1) to describe the field of broadcasting in the United States (2) in a manner the reader can grasp (and, I hope, enjoy!) and (3) in a form the classroom teacher can use. It must have been fairly successful in achieving those goals, judging by the warm response it received. The old bromides advise, “Lead with your strengths” and “Go with success.” That being the case, I aimed for those same three goals in this second edition—with some revision.

In working toward the first goal, I found that the scope of the book would have to be broad. After all, “radio and television” is a term that covers areas as diverse as show business and physics, sales and social psychology. And if the reader were to get a complete picture of the field, it seemed to me that the book would have to include not only the usual main areas, but also information on subjects such as ethics, careers, and rivals to U.S. commercial radio and television—print, film, sound recordings, foreign radio and television, and so on. In line with that, at the suggestion of a number of persons who used the first edition in the classroom, material on noncommercial radio and television has been pulled together and augmented to form a single chapter.

As to the second aim, both the beginning radio-television major and the nonmajor elective student should find content easy to understand at first reading. Terms are defined as they occur; the student does not have to turn to a glossary in the back of the book to find out what something means. Notes in each chapter refer to sections in other chapters that contain explanatory information on the subject under discussion. And a short, selective annotated bibliography follows every chapter.

Finally, the book was written to adapt to most teaching situations. It is an integrated whole, and an instructor teaching a survey of radio-television course for the first time may wish to rely on the text heavily and to use it straight through, as written. On the other hand, the book is divided into logical chapter divisions by subject matter. Each chapter stands by itself. An experienced instructor will probably tailor use of the book and should be able to do so by assigning (or not assigning) whole chapters.

The suggestions concerning the first edition were invaluable in writing this revision. Therefore, as before, I solicit comments from you, the reader—student, instructor, employee or executive in radio-television, interested member of the public. Please write directly to me or to the publisher and describe what you like or do not like about the book, what you think its strong and weak points are, what errors you find, what you had trouble understanding, and—most importantly—what you think could be done to improve future editions. This is a complete revision, and as you will see, I took your previous comments and recommendations to heart.

Acknowledgments

A good portion of the credit for this edition belongs to my students. A third bromide, but it is true—My students continue to teach me a great deal. As implied in the foregoing, many of the improvements in this edition come from individuals who have read or used *Perspectives* in the classroom. Harper & Row ran a survey to solicit user comments; thanks must go to the (anonymous) individuals who responded with so many excellent recommendations.

The following supplied information or illustrative material, without which this revision would be incomplete: Peter W. Allport, Association of National Advertisers; Claire L. Bello, Jr., Fernseh, Inc.; John H. Bennitt, A.P. Broadcast Services; Sarah S. Briley, WCPX-TV, Orlando; Mary Bulterman, Viewdata Corporation of America; Celeste Champagne, Radio Advertising Bureau; Mary Lou Coburn, Oak Industries, Inc.; Susan Coady, Texscan Corp.; Roger J. Cochetti, Communications Satellite Corp.; Robert J. Coen, McCann-Erickson; Alison Conte, The Arbitron Co.; Mrs. J. G. Craft, Federal Communications Commission; Betsy Crawley, Scientific Atlanta; Red Dana, KQED, San Francisco; John Dimling, Electronic Media Rating Council; Donna Elliot, Heinz USA; Carol A. Ethier, Amperex Electronic Corp.; Roni Feldman, Broadcast Music Inc.; William A. Finkelstein, PepsiCo, Inc.; Al Fisher, Ampex Corp.; Laurence Frerk, A.C. Nielsen Co.; Stanley L. Harrison, Corporation for Public Broadcasting; Ian Hunter, BBC; Ron Irion, National Association of Broadcasters; Jeanne Kosek, KSTP-TV, Minneapolis; Madeleine Lanza, Hitachi Denshi America, Ltd.; Phillip Brook Manville, CBS Inc.; Elaine E. Martin, Birch Radio; Ronald J. Merrit, EMCEE Broadcast Products; Carl Minor, KCBD-TV, Lubbock; M-L-G Productions; Michael J. Naples, Advertising Research Foundation; Nancy F. Neubauer, Mutual Broadcasting System; Peter Nicholson, Young & Rubicam; Bill Page, Hughes Television Network; Jill Pickett, KUHT (TV), Houston; Publications Office, University of Pennsylvania; Betty Riehl, American Advertising Federation; Ann Rychlenkski, Smith, Barney, Harris Upham & Co.; Nancy E. Salvati, Western Union; Frida Schubert, RCA; Stephen S. Sampson, Sono-Mag Corp.; Doris Schenk, Storer Communications; Molly Seagrave, Home Box Office; Ronald Smithies, Council of Better Business Bureaus; Bonnie Sullivan, The Capitol Radio Network; Caren Tauber, Shaw & Todd; Jamie Umansky, Computer Graphics Laboratory; Miriam M. Waldstein, ABC, Inc.; Paul Wojcek, Turner Broadcasting System; and Gwen Wood, Neil Mahrer, and Melissa Montefiore, Public Broadcasting Service. An attempt has been made to obtain permission for the use of pictures in this book. Some sources have not been located, but permission will be requested from them upon notification to us of their ownership of the material.

A number of persons went “over and above the line of duty” in helping with this

revision. These include William B. Arthur, National News Council; H. Bos, NOS, The Netherlands; Peter Bingham, WJCB(TV), Gainesville; Russ Meyerson, WJKS-TV Jacksonville; Ann Pace, WJXT-TV Jacksonville; and Brent Williams, WUFT(TV), Gainesville. Sylvia Whitten typed scores of letters and put up with my corny attempts to do a comedy routine with Paul Smeyak.

The publisher, Harper & Row, deserves credit for taking a chance on and marketing successfully the first edition. Thanks also to Phillip Leininger, senior editor, for supervising this whole project and insuring that I sent in the necessary items, and to Holly Detgen, project editor, for getting the manuscript into the form you now read.

Ken Christiansen used the first edition in a class he taught here at Florida and provided welcome guidance on the revision. Ralph Lowenstein took time out from heading a large, respected college of journalism and mass communication to provide guidance and encouragement. John Craft, at Arizona State, helped with information and positive reinforcement.

Harper & Row, of course, submitted the manuscript to readers who provided detailed critiques of the narrative; their anonymous responses, together with those of the individuals named below, provided vital feedback, suggestions on both the general and the specific. In addition, a second group of persons read and provided comments on all or major parts of the manuscript. They did so at my request, and they have my sincerest thanks for doing yeoman's duty. Much of what is good, accurate, and well-stated in this revision is due to the hours they spent with it. They are respected scholars and colleagues; even more important, they are friends. They include James A. Brown, University of Alabama; Edwin L. Glick, North Texas State University; Darrel Holt, University of Tennessee; Milan Meeske, University of Central Florida; and Paul Smeyak and John W. Wright, II, both of the University of Florida. John made suggestions that led to substantial changes in the last section, and any additional strength in that section comes largely as a result of his help. Paul, as good a straight man as I've ever played against, not only read and critiqued the manuscript, he also gave that very important support and encouragement.

Finally, I want to dispel once and for all those vicious rumors that Cindy Smith *really* wrote the first edition. However, she did proofread copy, made suggestions for rewriting, and prepared rough drafts for illustrations. Without her help and encouragement, you would not be holding this volume in your hand today.

Responsibility for any problems, weaknesses, or inadequacies herein fall, of course, solely on the author.

F. Leslie Smith

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