

# **The History of Radio Broadcasting**

# **Novelty Stage**

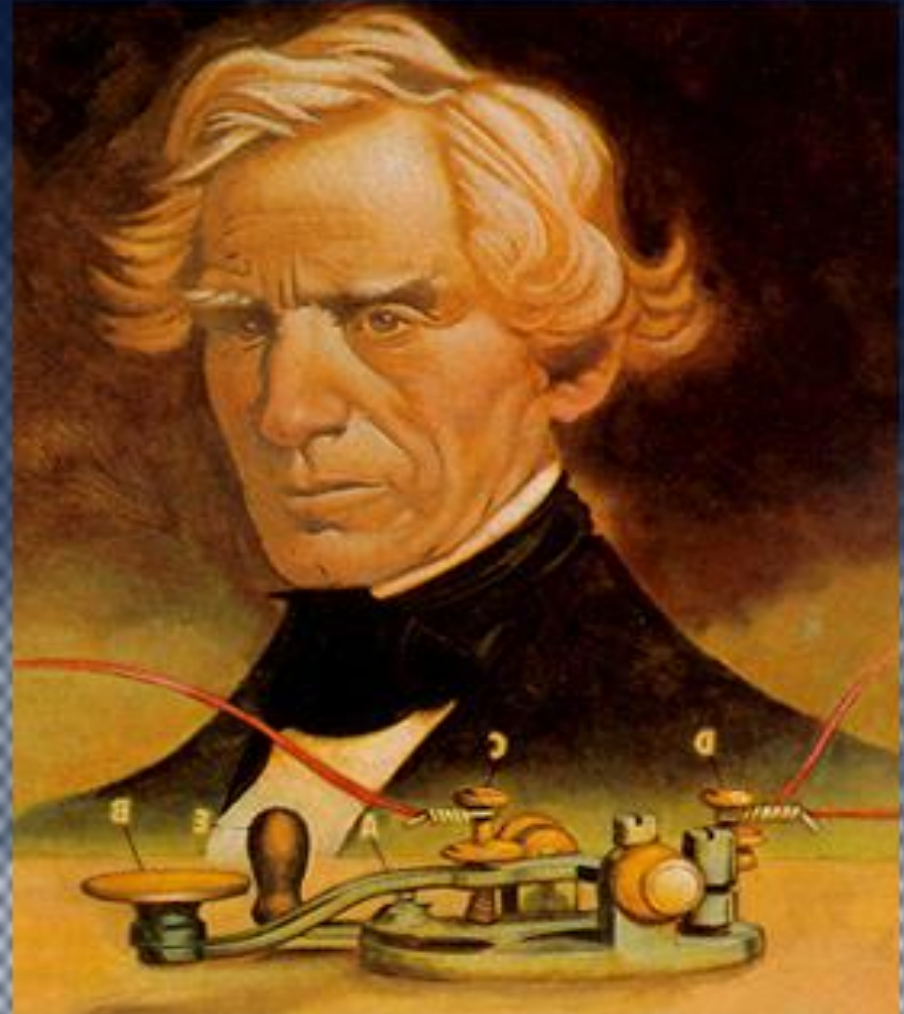
**1880 - 1900**

# Novelty Stage

Samuel Morse

- Telegraph  
→ wires

Morse Code  
Translator



# Novelty Stage

What about wireless?

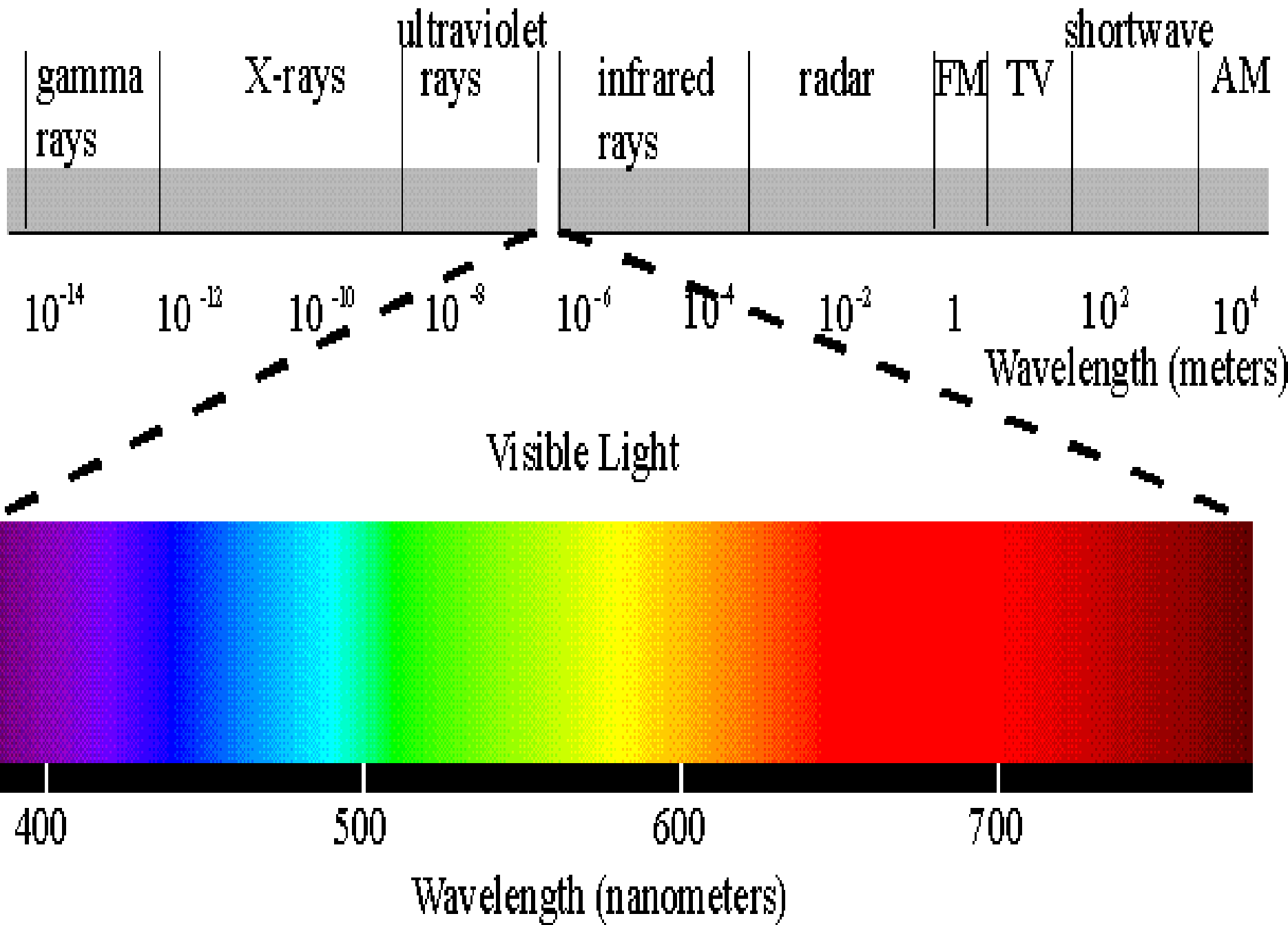
How do you transmit a signal  
through the **AIR**?

# Novelty Stage

## James Maxwell

His equations **theorized** that electricity, magnetism and even light are all manifestations of the same phenomenon: the electromagnetic field.

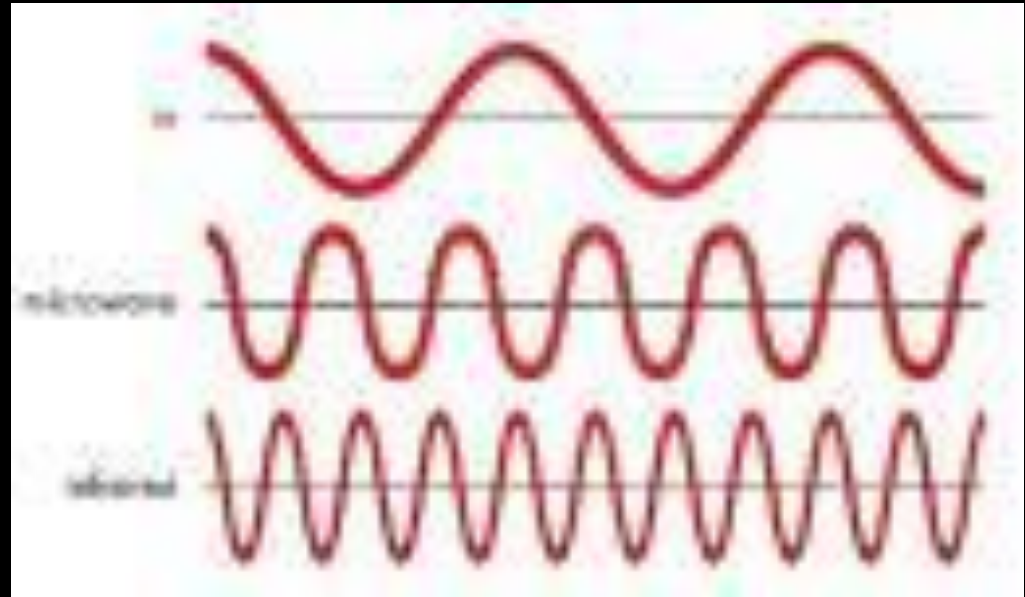




# Novelty Stage

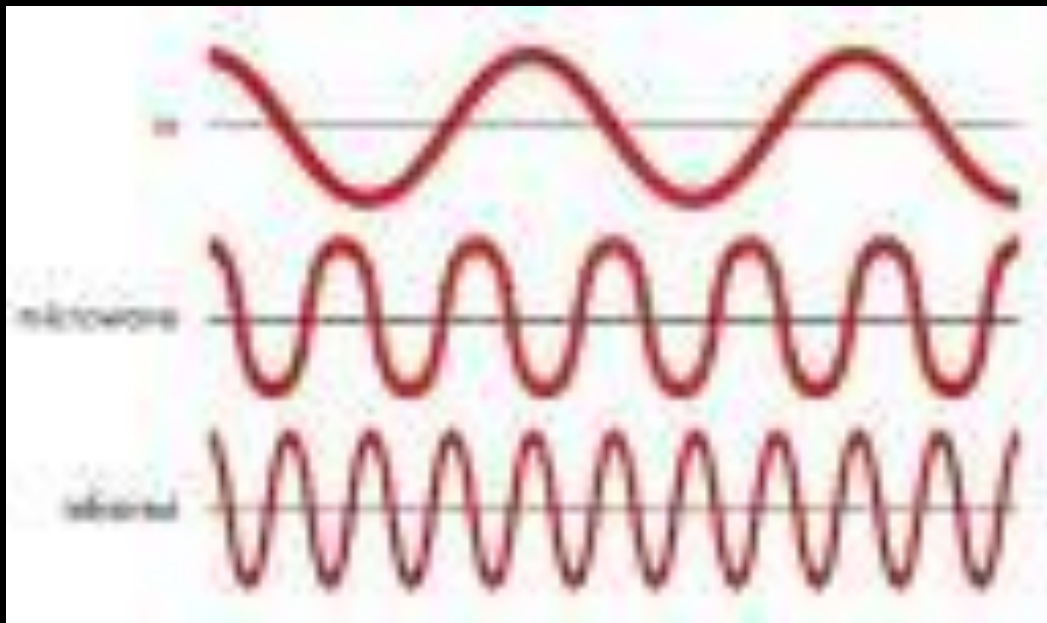
## Heinrich Hertz

- Proved Maxwell's theories
- Identified Electromagnetic Waves



# Novelty Stage

Hertz (Hz) can be used to measure any periodic event; the most common use for hertz is to describe frequency of rotation, in which case a speed of 1 Hz is equal to one cycle per second.





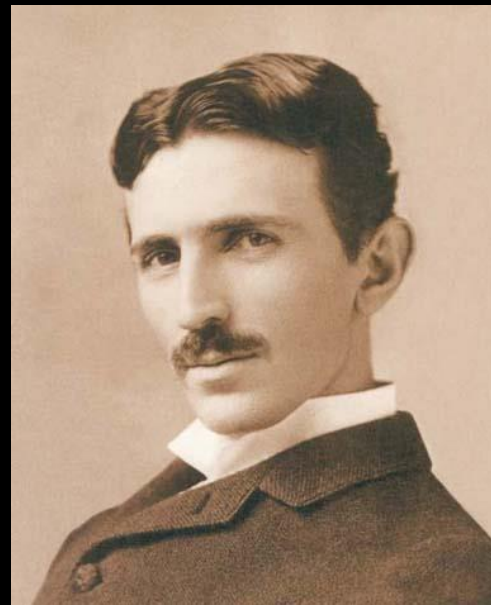
# Novelty Stage

**INVENTED A DEVICE TO TRANSMIT A SIGNAL THROUGH THE AIR (1890s)**

**A. Guglielmo Marconi**

**B. NiKola Tesla**

**C. Alexander Popov**



# Marconi's Invention (Dramatization)

Had Implications  
For Ship To  
Shore Travel



# WIRELESS TELEGRAPH

Tele = Far Off

Graph = Writing

Phone = Sound

Telegraph

Telephone

Phonograph

# **Entrepreneurial Stage**

**1900 - 1920**

# Entrepreneurial Stage

- Ship-to-Shore Communication



TWS-LETTER, TUESDAY, APRIL 16, 1912.

# THE TITANIC SUNK.

COLLISION WITH ICEBERG.

1,500 LIVES LOST.

WIRELESS CALLS FOR HELP

LINERS TO THE RESCUE.

The maiden voyage of the new White Star liner Titanic ended in disaster yesterday morning. She was struck by an iceberg and sank in the North Atlantic.

# Entrepreneurial Stage

- “Wireless” became a huge hobby





# RADIO BROADCASTING NEWS

Vol. 2

OCTOBER 28, 1922

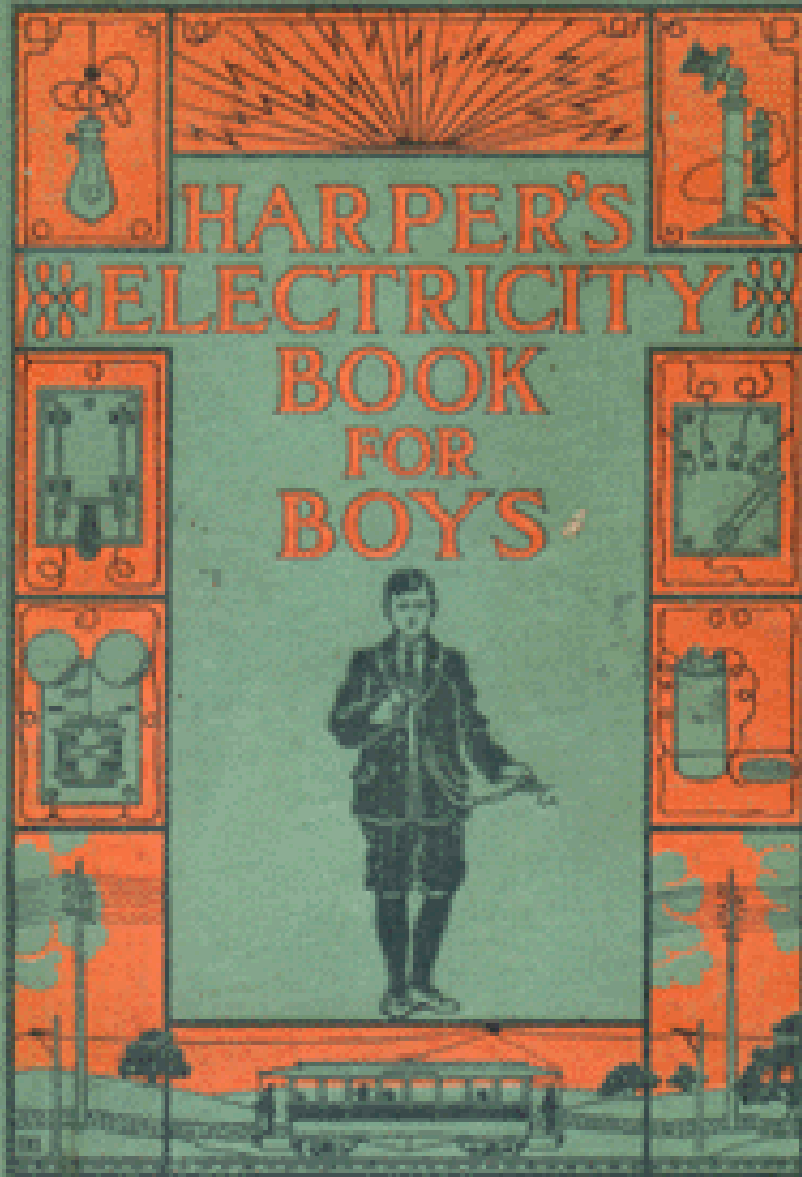
No. 22



Roberta, Imogene, and Kathryn Hinshaw of Windfall, Indiana, Enjoying Radio Set Built by Their Father W. R. Hinshaw. They Have Heard Broadcasting from Atlantic and Pacific Coasts.







# RADIO



EXCHANGE CLUB LIBRARY



MERIT BADGE SERIES  
BOY SCOUTS of AMERICA  
TWO PARK AVENUE  
NEW YORK CITY



# Some Key Developments...

- US Radio Act of 1912
  - You need a **LICENSE** to operate a radio station.
- WWI
  - Radio is an important war tool
  - U.S. wants to control Global radio



# Some Key Developments...

1915: Over 20 companies were selling radio equipment:

e.g.

- AT&T (transmitters)
- General electric (U.S.) (Receivers)
- American Marconi (Britain) (both)

(marconi was the biggest and best)

# Some Key Developments...

- **THE UK MODEL:** In 1904, Great Britain decides to develop a state-supported broadcasting system.
- The UK Government Funds the BBC  
(British Broadcasting Corporation)



# In Canada...

In a northern land marked by long winters, vast distances and a fragmented population, the communication provided by Canadian radio was, from the very beginning, crucial.

Before the dawn of the Internet age, broadcasting was not only a principal source of entertainment, it also linked citizens to the world outside of their homes, and helped to develop a sense of community.

It was Canadians' public square.

Canada developed a more elaborate and advanced physical structure for delivering radio and television programs than could be found in any comparable country in the world.

# In Canada...

Historically, the weak element in the broadcasting system was rooted not in the physical facilities but in the amount of original Canadian programming.

Throughout much of its history, Canada has employed a combination of public and private enterprise, falling somewhere between the strong state-owned element of the British system and the less regulated private-enterprise system of the US.



# In Canada...

Under the Radiotelegraph Act of 1913, the government had the power to license radio broadcasting stations and to charge a \$1 licence fee on each **receiving** set.

The first station licence was issued in 1919 (to XWA, an experimental station in Montréal operated by *The Canadian Marconi Company*), and by 1928 over 60 stations were in operation, most of them of low power or providing intermittent service.

Regulations were minimal.

# Mass Media Stage

1920 - 1945

# **Radio: A Democratic Medium**

**Education**

**Religion**

**Workers**

**Businesses**

**Entertainment**

**News**

# Mass Medium Stage

- **KDKA, Pittsburgh, 1920. First Commercial Radio Station**
- **First ads, 1922**





Assembling Radios, 1925

# 2 Key Networks

**AT&T creates network of stations, linked together with long distance lines.**

**BCA (Broadcast Corp. of America)**

**AT&T SAW RADIO AS A WAY TO ENHANCE ITS  
TELEPHONE BUSINESS**

# NETWORKS

**RCA** creates a network as a subsidiary company, linked with (INFERIOR) **Western Union** telegraph lines.

Called **Radio Group** it also included GE and Westinghouse.

# NETWORKS

BROADCASTING CORPORATION  
OF AMERICA (AT&T) *superior system*

VS.

RADIO GROUP (RCA) *inferior system*





# Mass Medium Stage

- Government cracks down on AT&T for Monopolizing Radio Communications, forces it to sell network.
- RCA organizes two networks as
  - NBC Red (AT&T Lines)
  - NBC Blue (Western Union Lines)

NATIONAL BROADCASTING CORPORATION

# Mass Medium Stage

- **CBS, 1928. William Paley uses *option time* to take affiliates from NBC.**
- **ABC, 1941. FCC forces RCA to sell one of its NBC networks, which becomes ABC.**
- **By 1940s, NBC, CBS, and ABC established as Big 3 networks.**
- **Television emerges**

# In Canada...

In 1928 the government established a royal commission, under the chairmanship of Sir John Aird, to advise on the future of broadcasting in Canada.

An Act creating the Canadian Radio Broadcasting Commission (CRBC) was passed in 1932. The 3-man commission was empowered to regulate, control and carry on broadcasting in Canada.

By 1936, the dominant pattern in the ownership and control of broadcasting had emerged.

# In Canada...

By 1936, the year the revised Canadian Broadcasting Act was passed, conditions were considerably altered. The number of homes purchasing licenses for their radios had increased from one-half million in 1931 to 1 million by the end of 1936.

Canadians had become accustomed to receiving their network programs, in English or French, for at least a few afternoon and evening hours.

In November 1936 the Canadian Broadcasting Corporation (CBC), with a board of 9 governors, replaced the Radio Commission, and it enjoyed much greater autonomy.

# In Canada...

The Broadcasting Act of 1958, replacing the legislation of 1936, was introduced by the Conservative government of John Diefenbaker.

The 1958 legislation had brought about disputes between the 2 public agencies, the BBG and CBC, and in 1968 a new Act was passed to correct some of the ambiguities.

The authority to issue licences was delegated to the Canadian Radio-Television Commission, and the new legislation brought CABLE TV, already securely established in a number of cities, under the authority of the new regulatory body, the CRTC.

(in 1976 renamed the CANADIAN RADIO-TELEVISION AND  
**TELECOMMUNICATIONS** COMMISSION, also CRTC)



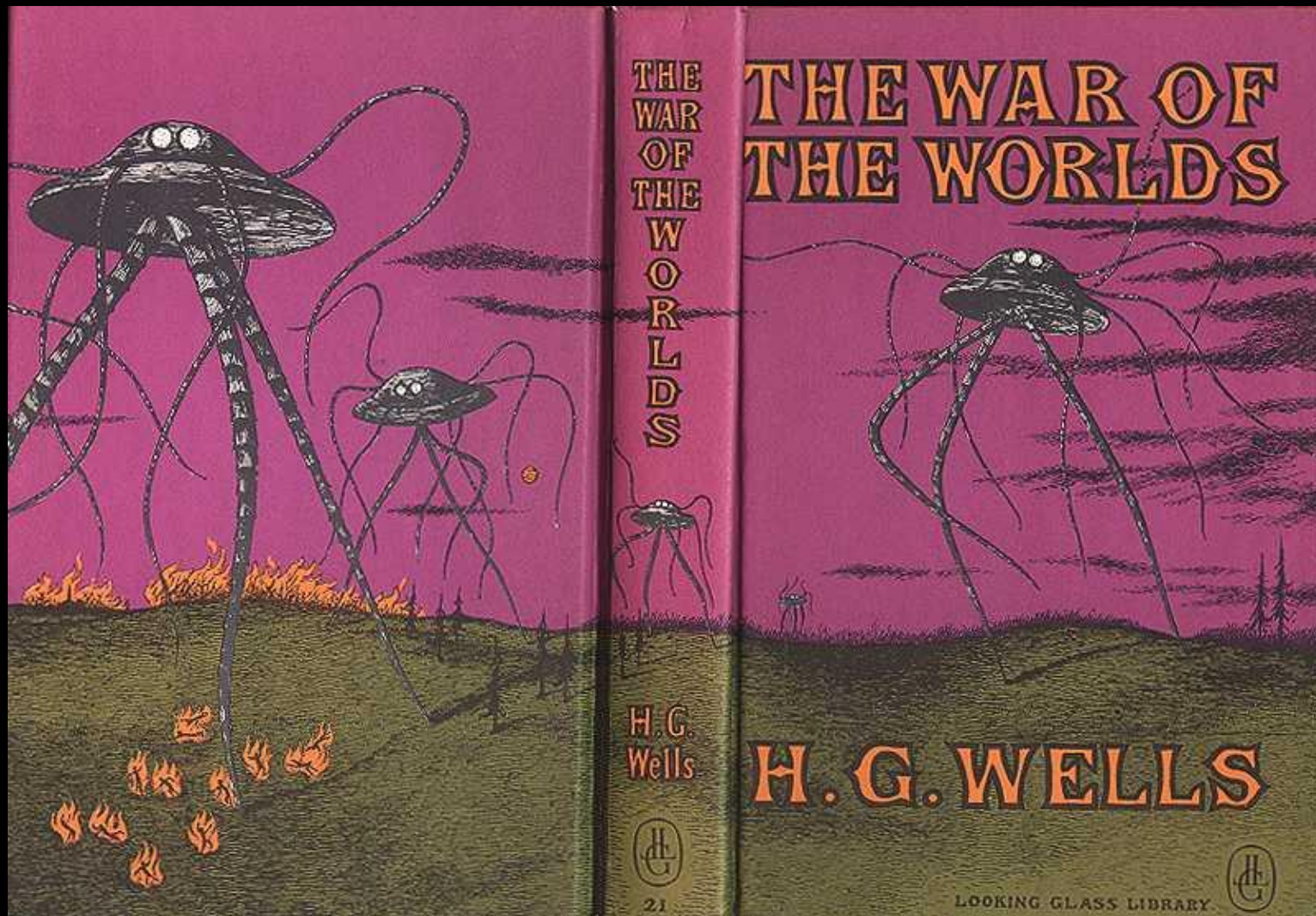
# Radio Culture 1930s: Golden Age Of Radio

- People across America were sharing the same stories.
  - *Inner Sanctum*
  - *Amos N' Andy*
  - *Roosevelt fireside chats*
  - *War of the Worlds*









AT&T Video

FINAL

# Herald Examiner

1000 LINDEN BLVD. N.Y.C. 10

10-12

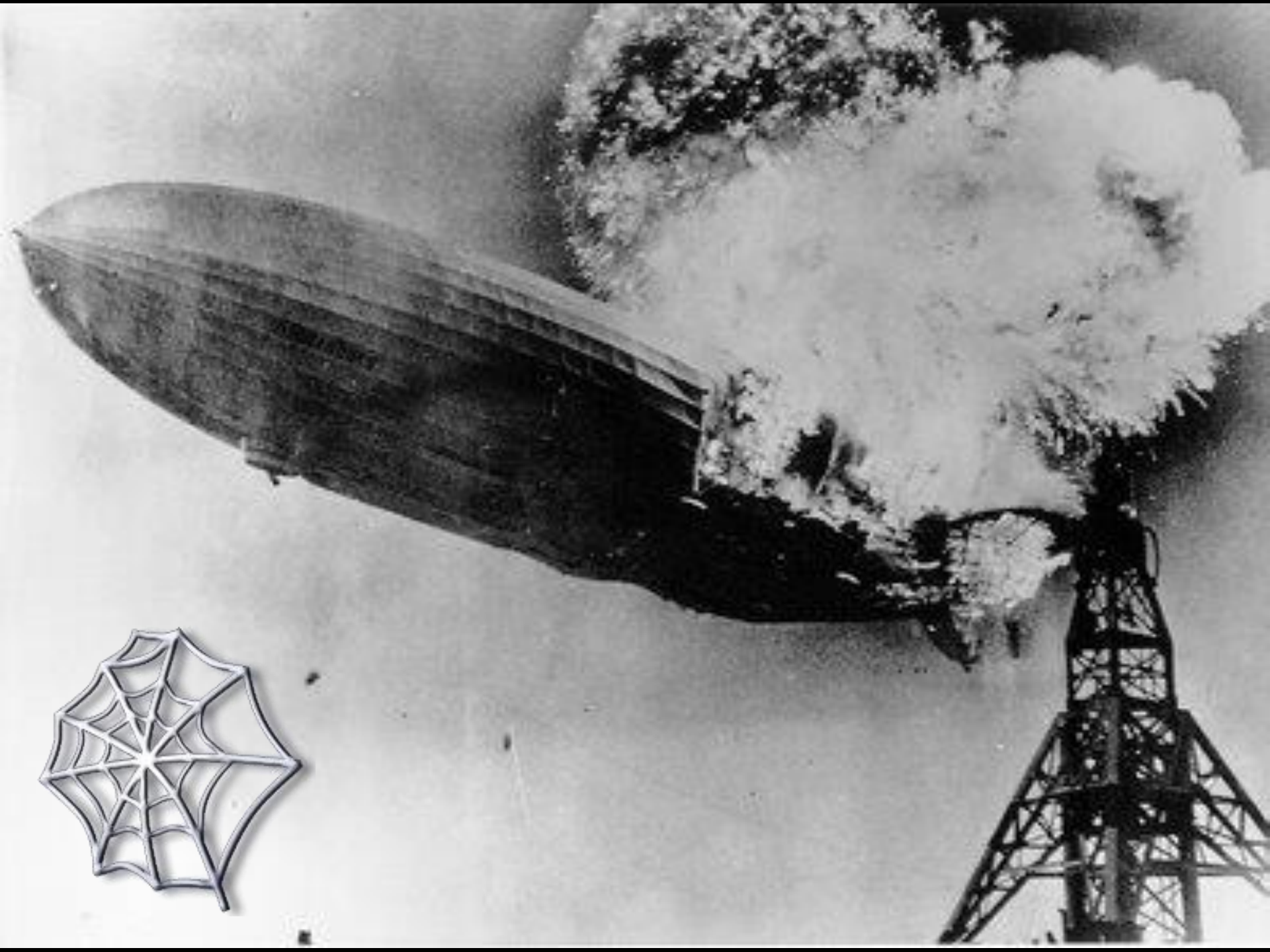
MONDAY, OCTOBER 11, 1938

2 CENTS

# RADIO FAKE SCARES NATION

Hysteria among radio listeners throughout the nation and actual panicky evacuations in sections of New York and New Jersey resulted from a low-power radio broadcast last night describing a fictitious visitation of strange men from Mars.





# **The Rise of Television**

**1945 →**

**The End of Radio?**