

# Preface

**T**he title of the sixth edition of *Broadcasting, Cable, the Internet, and Beyond* is the same as that of the fifth edition, but this edition contains more information about the “Beyond” part. The past few years have provided some clues about what is on the horizon for the electronic media, and we hope the sixth edition helps instructors and students prepare for what lies ahead.

First, it’s obvious that the future will be a digital one. The Internet is already digital; television will go all digital in 2009; and radio will eventually follow. In addition to changing the basic electronic media technologies that have been around for the last 80 years or so, the new digital environment opens up new opportunities for programmers, advertisers, and audience members. It also raises new issues for lawmakers, media executives, and researchers.

Second, the electronic media will be available on more and more multiple platforms. People can now watch TV on their big screen at home, a medium screen on their computers, and a small screen on their iPods or cell phones. Radio arrives via a conventional radio, a satellite radio, live over the Internet, or recorded in podcasts. The Internet is available on desktop computers, laptop computers, personal digital assistants, and cell phones.

Third, consumers will have increased control over their media exposure. It was not that long ago when if a person wanted to watch *Seinfeld*, he or she had to be in front of a TV at 9 P.M. on Thursday (or be competent enough to program a VCR to record it). In the future it will be common for people to make their own TV viewing schedules thanks to easy-to-use digital video recorders (DVRs) such as TiVo. Those people who forgot to set their DVRs might be able to download episodes of their favorite programs from iTunes or network Web sites or view them via video-on-demand. Those interested in news can choose among traditional broadcast and cable network newscasts or check out CNN.com or other news-oriented Web sites. Radio listeners can choose from more than a hundred music formats thanks to satellite radio or choose to listen to podcasts about their favorite topics.

Finally, audience members will be supplying more of the content of electronic media. Traditional newscasts often carry video of news events taken by individuals with camcorders or cell phone cameras, but the main channel of distribution, of course, will be the Internet. Thousands of user-created blogs on a huge variety of topics now populate the Web. The social networking site MySpace.com has more than 47 million members who spend significant amounts of time checking out what others have posted. Podcast.net lists more than 36,000 available podcasts, some by traditional media outlets but most of them by individuals, that can be downloaded. The slogan of YouTube.com is “Broadcast Yourself,” and the site hosts an amazing variety video clips provided by members.

These are just some indications of what lies in the “Beyond” part of the electronic media that we hope will be reflected in the pages of this edition.

## New and Improved

Chapter 1 (“History of Broadcast Media”) has been updated to include the recent round of corporate restructuring and realignments and includes a new discussion of the business strategies of diversification and vertical integration. In response to user suggestions, we have pruned some of the Internet history from Chapter 2 (“History of Cable, Home Video, and the Internet”) and have expanded the discussion of the history of digital video recorders (DVRs) and DVDs.

Chapter 3 (“Audio and Video Technology”) has received a major overhaul and now contains an extended discussion of digital TV, satellite radio, and terrestrial digital radio, along with information about multiple delivery channels, including iPods. The newest trends in radio formats are discussed in Chapter 4 (“Radio Today”), while Chapter 5 (“Broadcast and Cable/Satellite TV Today”) looks at the most recent changes in the structure of the television industry. Chapter 6 (“The Internet and New Media Today”) contains updated information about Internet usage,

the growth of Google and iTunes, as well as a discussion of the growth of online advertising.

Chapter 7 (“The Business of Broadcasting, Satellite, and Cable”) has been updated to reflect the latest trends in cable and Internet advertising. Chapters 8 (“Radio Programming”) and 9 (“TV Programming”) now include a discussion of the most recent strategies in program development and scheduling.

The revised Chapter 10 (“Rules and Regulations”) discusses the continuing effects of the Telecommunications Act of 1996, including the increasing competition between telephone and cable companies along with the latest legal developments in the struggle by media companies to combat illegal file sharing on the Internet and the recent crackdown by the FCC on indecency. Chapter 11 (“Self-Regulation and Ethics”) discusses the broadcast industry’s advertising campaign to popularize the V-chip.

The changing and challenging world of audience measurement is the subject of Chapter 12 (“Ratings and Audience Feedback”) that now includes an expanded discussion of the local People Meter and the current methods of measuring the Internet audience. Chapter 13 (“Effects”) has been updated to reflect the latest research about video games and the impact of the media on politics. Finally, Chapter 14 (“The International Scene”) now reflects the major changes that have taken place in the BBC and in the media in China and Canada.

## Boxed Inserts

The sixth edition continues the use of thematically organized, boxed inserts in every chapter to present extended examples of topics mentioned in the text or interesting snapshots of industry leaders. Dozens of new boxes have been added. For example:

- A new box in Chapter 1 (“History of Broadcast Media”) profiles Robert Adler, the often unsung hero who invented the remote control.
- Chapter 10 (“Rules and Regulations”) contains an Issues box that details some of the regulatory problems that go along with the shift to digital TV.
- An Issues box in Chapter 11 (“Self-Regulation and Ethics”) examines the ethical problems brought on by using video news releases.
- A new box in Chapter 4 deals with the growth of Hispanic radio formats and listenership.
- Chapter 9 includes an Issues box that looks at the changing guard in network news.
- A Profiles box in Chapter 6 examines the successes and failures of technology wizard Steve Jobs.

## Web Support

As with the fifth 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/dominick6](http://www.mhhe.com/dominick6).

## Something Familiar

The sixth 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. The last chapter in this section surveys international electronic media and examines the media structure in four selected countries.

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 has been 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 sixth 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 go with this industry.

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Finally, this is the second 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**