

Media Technology

Unit Subtitle: Brief History of American Television Broadcasting



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Broadcasting - a young media



- 1700's newspapers in US
- 1837 telegraph
- 1876 telephone
- 1920 1st commercially licensed radio station-KDKA Pittsburgh, Penn.
- 1948 TV's in homes

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Media Technology 1 - TV history

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Television Development



- 1920's Many people/companies experimenting with and developing TV
- 1926 Philo T. Farnsworth, American, experimented with electronic TV – stream of electrons
- 1928 Vladimir Zworykin develop/refines iconoscope tube

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Television Development



- 1928 1st TV Drama Broadcast "The Queen's Messenger" from GE station
- 1931 CBS - experimental scheduled TV
- 1935 Electronic TV is demonstrated to press

Few people have TV's

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Television Development



- 1936 Germany televises Olympics
Britain few hours of regular programming a day
- 1939 RCA presents TV at New York World's Fair

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Television Development



- 1941 FCC authorizes TV broadcast
- 1942 CBS 15 hours programming per week
- 1945 150 applications for TV stations

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Color Television



During War, CBS experimented w/ color

- 1946 CBS presents non-compatible mechanical color system
- 1947 FCC refuses CBS color request
- 1948 50 TV stations on air, 124 authorized
FCC - four year freeze on new TV licenses

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Color Television



- 1950 Korean War slows color TV progress
- 1950 FCC announces CBS mechanical color system
negative response from stations, public
- 1951 National Television System Committee (NTSC) explores color

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Cable Television



- 1950 Community Antenna Television (CATV)
- 1952 AT&T installs coaxial cable in large cities, reduces ghosting

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Color Television



- 1952 FCC lifts TV freeze
FCC approves UHF
Old TV's don't get UHF,
Ruling-- all new TV's must have both VHF and UHF
- 1953 FCC approves NTSC compatible electronic color system
Korean War ends

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Video recorders



- 1956 Ampex demonstrates videotapes recorder
- 1963 Sony home VTR \$995

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Television



- 1950's Live dramatic series
- 1952-60 Rampant growth in TV
108 stations in 1952,
522 in 1960
- 1960 90% homes have TV's
Only NBC had color programming
- 1960's Large variety of TV programs

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Television



- 1966 All 3 networks have color
- 1967 Public Broadcasting Act of 1967 authorized Corporation for Public Broadcasting

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Television



- 1980 1% of homes have VCRs
Consumer camcorder by Sony
- 1984 Stereo AM & TV
FCC begins deregulation

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Cable Television



- 1972 FCC ends ban cable TV in large cities
HBO starts pay TV for cable
- 1977 2 way cable in Columbus Ohio

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Cable Television



- 1980 CNN begins
- 1981 MTV on cable
- 1987 50% of homes w/ TV have cable
- 1998 Digital compression used in cable
- 2004 More than 30% of US cable - approximately 22.9 million - receive digital cable service

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Digital Television



- 1997 DVD introduced
FCC rules - all US SDTV stations must be DTV by 2006, now 2009
- 1999 Stations begin broadcasting Digital TV and wide screen HDTV
- 2004 more than 1,000 US TV stations broadcast digital signal
3 million HDTV sets in homes
All manufactured 36" and larger sets must have a digital tuner

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Media Technology

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Radio Development



- 1880 Heinrich Hertz
Demonstrated electromagnetic waves (energy) transmitted through air without wires
- 1895 Guglielmo Marconi does the same considered "Father of Radio"

Radio Development



- 1897 Marconi patents wireless equipment, forms Marconi Wireless & Signal Co, England
- 1901 Marconi sends Radio waves across Atlantic

Radio Development



- 1906 Dr. Lee De Forest
Improved the vacuum tube to amplify signals
- 1919 RCA (Radio Corporation of America) formed
buys out American Marconi

Radio Development



- 1920 First officially licensed commercial station
KDKA Pittsburg, Pennsylvania (Westinghouse)
Regularly scheduled programs
Stimulates receiver sales

Radio Development



- 1922 WEAF New York City (AT&T)
1st commercial – real estate
- 1923 First network AT&T
- 1926 RCA buys AT&T network,
Starts NBC
(AT&T) red network,
(RCA) blue network
David Sarnof president

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Radio Development



- 1927 United Independent Broadcasters
network
Radio Act of 1927 forms
Federal Radio Commission
- 1928 William Paley buys UIB, CBS

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"The Queen's Messenger" from GE
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Radio Development



- 1930's Variety of radio programs-
soap operas, westerns, comedy,
game shows
Little news - newspapers made it
difficult for radio news broadcasts
- 1933 Edwin Armstrong
FM radio developing
- 1934 Mutual Broadcasting System

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- 1931 CBS - experimental scheduled TV
- 1934 FRC reorganized into FCC
Federal Communication Commission
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Radio Development FM



- 1940 FCC approves FM
- 1941 50 FM stations
Radio development frozen

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Television Development



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News



- 1941 WW II
Radio vital news source
- Edward R. Murrow in Europe for CBS
- 1945 WW II ends

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FM Radio Development



- 1945 WW II ends
- 1945 FM moved to 88-108 MHz
old FM radios useless
FM growth slows
- 1949 Many FM stations quit

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Radio Programming



Development of TV hurts Radio audience

- Mid 50's Radio targets audiences
radio moves out of the living room
Rock and Roll spurs radio interest
- 1956 DJ's popular
- 1959 Payola scandal

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Radio Programming



- 1960's Formats specialized
- 1961 FCC approved stereo FM
- 1962 AM freeze
- 1980 FM has over 50% of audience
- 2001 Digital Satellite radio service
Fee based, few or no commercials
XM & Sirius

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News

Types of Broadcast News Stories



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Formats of Broadcast Stories




Reader

- Anchor reads the script
- Tells the story without video
- Anchor appears on camera entire time
- Usually for stories with no video or poor video
- Basic script

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Formats of Broadcast Stories




VO, voice-over

- Anchor talks over footage that corresponds to script
- Anchor reads the script
- Tells the story with video
- No sound bites
- Contains video and natural sound
- Anchor may be seen during part of story or not at all

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Formats of Broadcast Stories




VO/SOT, voice-over with sound on tape

- Tells the story with video and sound bites
- Anchor reads the script
- Anchor talks over footage that corresponds to script
- Contains at least one sound bite
- Contains video and natural sound
- Anchor may be seen during part of story or not at all

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Formats of Broadcast Stories




Package

- A complete story package
- Reporter tells the story
- May contain reporter stand-up (reporter appears on camera to explain part of the story)
- Includes footage that corresponds to script
- Contains at least one sound bite
- Most complete broadcast news story

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Categories for News Stories



Advance

- Covers an event in the future
- Includes the anticipation of the event or lack of anticipation
- Includes the significance of the event
- Can be a reader, VO, VO/SOT or package

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Categories for News Stories



Spot news

- An unscheduled and unfolding news event
- Event happened and the reporter was there quickly
- Little time to plan
- Story is usually shot, edited, and broadcast within the same news day
- Can be a reader, VO, VO/SOT, package or a live shot

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Categories for News Stories



General News

- An issue oriented story with advanced notice
- Opportunity for planning
- Timely event and story
- Story is usually shot, edited, and broadcast within the same news day or within 24 hours
- Generally does not contain music, except as part of the natural sound
- Can be a reader, VO, VO/SOT or package

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Categories for News Stories



Follow up

- A story on an event in the past
- Tells how things are going, progressing
- Can be a reader, VO, VO/SOT or package

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Categories for News Stories



Continuing

- The story continues for weeks, months
- A planned story
- Includes considerable time and effort in producing the story
- May be divided into a series and aired over several newscasts
- May be covered by more than one crew
- Can be a reader, VO, VO/SOT or package

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Categories for News Stories



Feature

- Focuses on entertaining while informing
- Can be on virtually any topic
- Not of immediate importance or of significance to a wide audience
- Personality feature stories or news you can use columns

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Categories for News Stories



Feature

- A planned story
- Considerable time and effort in the production of the story
- Shows imagination and creativity
- Usually a package

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Categories for News Stories



Sports

- Usually includes sports action video
- Usually focuses on competition
- Preparation for a sports event
- Analysis of a sports event
- Audience reaction to a sports event
- Coverage of a sports event
- Can be a reader, VO, VO/SOT or package
- Can be any type of stories
 - advance, spot news, general news, follow up, continuing, feature, commentary

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13

Categories for News Stories



Commentary

- Opinion piece
- Reporters' opinions don't belong in straight news
- Can be on many topics – politics, news, sports, entertainment...
- Can be a reader, VO, VO/SOT or package


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14

News

Unit Subtitle: Generating Ideas




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Brainstorming

A fast method of getting a lot of ideas

1. Propose a problem or assignment
2. Give a few minutes of think time
3. Each participant contributes ideas
4. No discussion or criticism of any idea presented




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Media Technology I: News - Generating Ideas 2

Brainstorming

5. All ideas are written down
6. Go around the group two or three times
7. Begin to narrow list to top priorities
8. Each participant can list top/best 5 or 3 ideas, in priority order
9. Compile list




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Media Technology I: News - Generating Ideas 3

Brainstorming

Advantages

- No one dominates the discussion
- Everyone contributes
- Get a large number of ideas in a short time




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Beat System

- Regularly contacted sources
- Local paper or TV station assigns reporter to cover a specific topic or area
- Traditional beats -- cops, courts, city government, education
- Reporter frequently checks with sources




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Media Technology I: News - Generating Ideas 5

Beat System

- School beats can include athletics, administration, academic departments, clubs/organizations
- Every reporter can be assigned to a beat or a few reporters with beats based on interests
- Find out upcoming activities and recent events



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Beat System



Advantages

- Sources know where to direct tips
- Stories aren't missed
- Helps reporters understand issues better

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Other sources



- Daily announcements
- School bulletins
- School newspaper
- Newsletters to parents
- Media –a local angle to a story


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Media Technology - News - Generating Ideas

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News

Broadcast Newswriting



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Script Preparation




- Double space copy
- Use upper and lower case
- Use columns
 - video left, audio right

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Media Technology I - Broadcast Newswriting 2

Script Preparation




- Use separate sheet for each story
- Do not divide words at the end of a line
 - Start the word on the next line
- Do not continue a sentence on the next page
 - Start the sentence on the next page
- Slug each story
 - story topic, reporter's name, date, TRT

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Media Technology I - Broadcast Newswriting 3

Style




- Natural, conversational
- Keep the script conversational but simple
- Practice your script out loud as you write it
- Use action verbs, active voice
- Use words that are easy to understand
- Listener only has one chance to understand it

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Style




- Use short sentences
- Simple sentence structure, few commas
- Generally, one breath per sentence
- Use as few past tense stories as possible
- Time element, use yesterday, last night or date without year

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Media Technology I - Broadcast Newswriting 5

Organization



- Every story needs a beginning, middle and end
- Camera operators needs to know what to tape
- Words and pictures must go together
- Watch the video before writing the final story
- Let the pictures describe the action
- Don't tell the audience what they are seeing
 - Explain the significance

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Media Technology I - Broadcast Newswriting 6

Lead



- Beginning
- First, opening sentences of the story
- One or two sentences long
- Grabs attention, like a newspaper headline
- Descriptive phrase that interests viewers
- Lead with best video and best audio

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Media Technology 1 - Broadcast Newswriting

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Lead



- Gives the audience an idea of what the story is about, what happened
- Not all 5 w's and h are in the broadcast lead
- Include 5 w's and h in the order the viewer will want to know them
- The most important information usually goes first
- Avoid question leads

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Body



- Middle
- Must maintain viewer interest
- Create suspense
- Introduce new information throughout the story
- Include details

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Body



- Avoid adjectives and adverbs
- Include verbs
- Use action verbs, active voice
- Use natural sound

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Body



- Series of main points and supporting evidence
- Evidence - sound bites and statistics
- Use transitional sentences - tie segments together
- Let the video help your transitions
- Stories should flow

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Sound Bites



- Usually less than 10 seconds long
- Explain who the interviewee is in your script
- Name and title also appear in the graphic
- Introduce sound bites in a complete sentence
- Avoid "when asked"
- Incorporate sound bite in introduction
- Do not use the same words said by the interviewee in the lead-in for the sound bite

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Attributions



- Tell audience where information is from
- Attributions at the beginning of the sentence
- Attributions, titles - before the person's name
- Explain who the interviewee is
- Sound bite - name and title appear in graphic
- Use said or says
 - Avoid words that editorialize

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Media Technology 1 - Broadcast Reporting

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Ending



- Last thought the viewer will have on story
- Make a connection to the lead
 - Can end by tying it back to the beginning
- Or Finish with supporting evidence
- Or Information on what may happen in the future
- Or How to get more information

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