

# History, part 2

Radio evolves into Television



## Early Radio

Situation comedies (“Amos n’ Andy”), comedy-variety (“Jack Benny”), soap operas, game shows. Many familiar types of TV shows started on radio.



[Jack Benny](#)



[The Guiding Light](#)



[Amos 'n Andy](#)

“Amos n’ Andy” very popular then, criticized now; racial stereotyping.

Orson Welles’ “War of the Worlds” terrified millions, 1938.

[War of the Worlds](#) (start at 3:00)

[War of the Worlds 2](#) (play start-1:50; 4:25-8:55)

News: Pearl Harbor bulletin

[Pearl Harbor bulletin](#)





## Radio Network Decline

Network radio began to decline after 1948 because of television.

## Radio reinvents itself

WDIA, Memphis; WLAC, Nashville – R&B music; influenced rock 'n roll.

Radio reinvented itself with Top 40; other radio formats evolved from Top 40.

[KLIF - Top 40](#) (play start; move to 5:30)

Gordon McLendon, KLIF, Dallas, innovator of Top 40 radio.



## FM Radio's slow rise to dominance

Early radio (thru the '50s) almost entirely on AM.

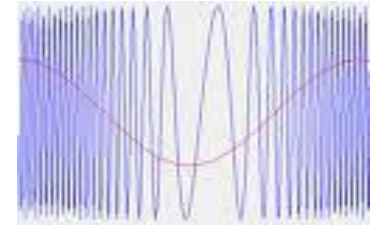
Edwin Armstrong patented FM in 1933.

FM hindered by the push for TV, World War II.

Mid- to late-'60s. FM began to grow in popularity.

By early '80s, 75% of all listening on FM.

Out of despair, Armstrong killed himself in 1950s.





## Early TV Development



John Logie Baird – mech. System

[John Logie Baird](#)

Philo Farnsworth – image dissector.

Vladimir Zworykin – iconoscope.

[Invention of television](#)

[Zworykin - disappointed in television](#)

## TV's debut

1939 World's Fair, NY.

Development held up by WWII.

## TV takes over

1948 – TV audience grew by 4,000%.



## UHF band created

Original 13 VHF channels (2-13) were not enough.

1948, FCC freeze on new TV licenses.

1952, FCC created UHF band (channels 14-83).



## UHF stations lagged behind

UHF signals inherently weaker.

Manufacturers not required to equip new TVs with UHF until 1962.

## Color

Agreement on a color system, 1953.

All-color network programming, mid-1960s. [Color TV promos](#)





## The “Big 3” Networks

Economics seemed to favor no more than three major networks.

FCC ordered NBC to sell off “NBC Blue;” it became ABC, 1948.

DuMont lasted from '46-'55, then went off the air.





## The “Golden Age” of TV

Before videotape in mid-’50s, most programs were live.

Many original plays; much of network programming targeted at an urbane, educated audience.

[Playhouse 90](#)

But other programs were very broad in their appeal (Sid Caesar).

[Sid Caesar"Your Show of Shows"](#)

“I Love Lucy” one of the few programs shot on film. Made reruns possible, profitable.

[I Love Lucy](#)





## Television matures

Invention of videotape in mid-1950s made recording of programs practical (click image).

Women and minorities became more prominent as performers and characters; Nat King Cole first black performer to host network show, 1956.

[Nat King Cole](#)

Coverage of JFK assassination in 1963 signaled TV news becoming dominant source of information.

[JFK assassination coverage – CBS](#) – after start, > 5:30, 9:15



## Fox joins the “Big 3”

Fox launched in 1985, Rupert Murdoch.

Fox acquired rights to NFL (NFC), 1994.

Top of prime-time ratings, 1996.

## Other network challengers

WB, UPN, 1995. Merged as CW, 2006.

## Digital transition

Total transition to digital TV, 2009.

[Digital TV](#)

HD Radio leads radio into the digital age.

Radio reaches 94% of population weekly,  
but “time spent listening”

has declined.

