



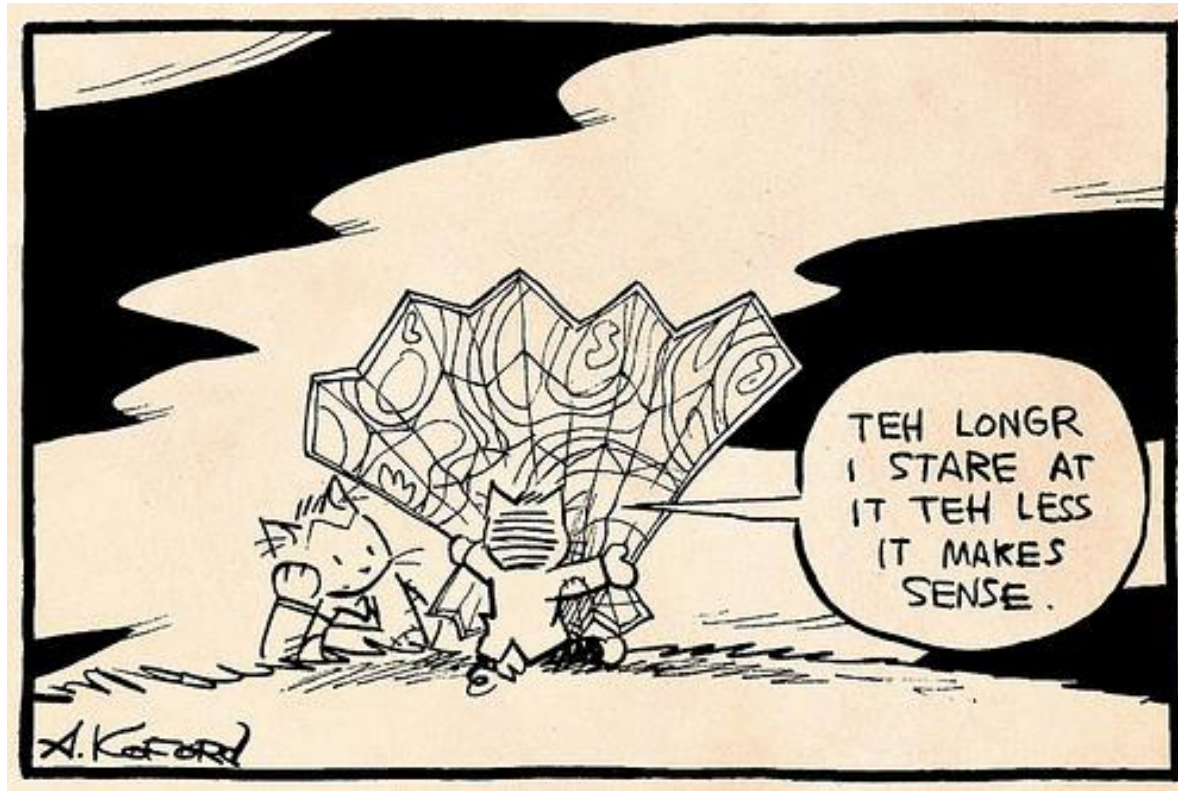
# Turn your radio on

## Video killed the radio star

# Class schedule

Class	Theme
3/17	Introduction
3/31	London calling
4/7	Local radio with Tom Ingrassia
4/14	<b>Video killed the radio star</b>
4/21	What's next?

- Readings and presentations are available at [queenlake.com/wise/wise-2016/radio-d12](http://queenlake.com/wise/wise-2016/radio-d12).
- Course slides will be available within 15 minutes of the start of class.



# Questions?

# Repeat after me

- One hen
- Two ducks
- Three squawking geese
- Four limerick oysters
- Five corpulent porpoises
- Six pair of Don Alverso's tweezers
- Seven thousand Macedonians in full battle array
- Eight brass monkeys from the ancient sacred crypts of Egypt
- Nine sympathetic, apathetic, diabetic old men on roller skates with a marked propensity towards procrastination and sloth
- Ten lyrical, spherical diabolical denizens of the deep who hall stall around the corner of the quo of the quay of the queasy, all at the same time.



## The Worst Jobs of 2016: 197. Disc Jockey



### The Worst Jobs of 2016: 197. Disc Jockey

2016 Jobs Rated Score: 667

Annual Median Salary: \$29,010

Growth Outlook: -11%

## The future of work in radio

**CareerCast:** [The Worst Jobs of 2016: 197. Disc Jockey](#)





What did you hear on the radio today?



# Radio Caroline

[Radio Caroline 50 years on: The man who pressed the 'on' button](#)





## WBCN Air Check 1971

**With Charles Laquidara, Danny Schechter, and a cast of tens.**



Another branch in the listening tree

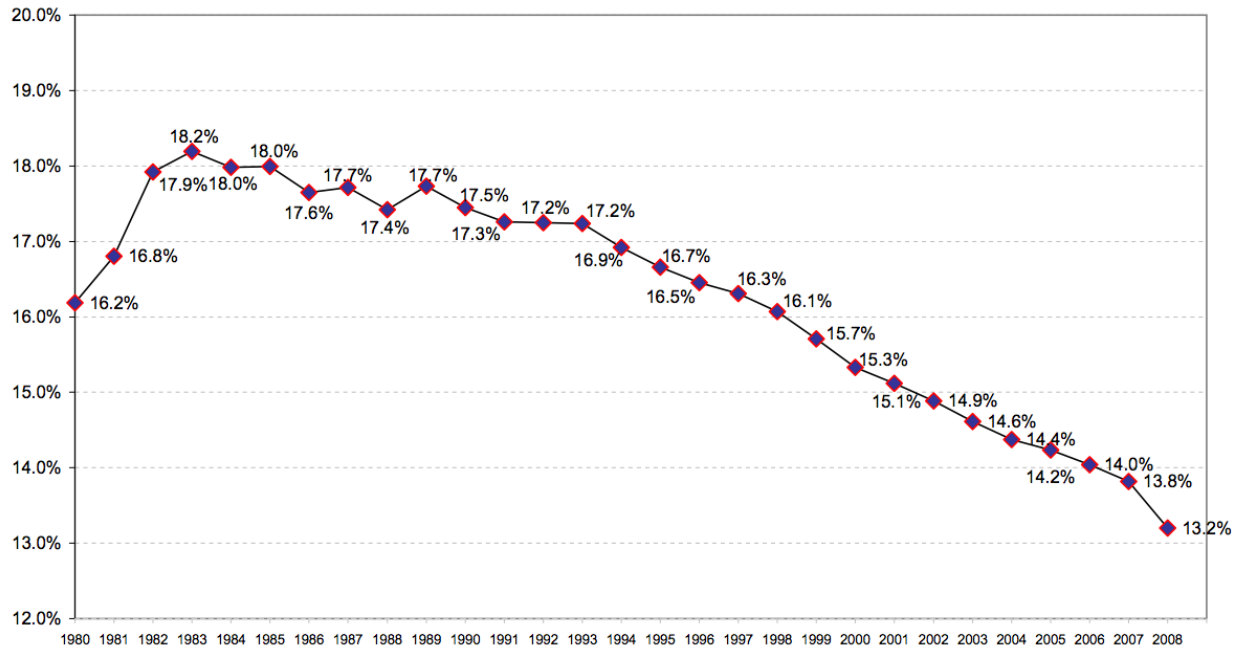


## Public radio takes hold

**NPR:** [Overview And History](#)

Photo: All Things Considered staff in 1981

Arbitron Nationwide M-Su 6a-Mid 12+ Persons Using Radio AQH Rating  
Spring Quarter 1980-2008



Data © Arbitron Inc

Compiled by RRC Inc

## Good times, bad times

**Re/Code:** [The Future of the Music Industry: Selling Audiences to Advertisers](#)



# And then it happened

(A medley of their hit)



## US Radio Ad Spending, by Segment, 2010-2016

billions and % change

	2010	2011	2012	2013	2014	2015	2016
<b>Air</b>	<b>\$15.28</b>	<b>\$15.20</b>	<b>\$15.50</b>	<b>\$15.73</b>	<b>\$16.00</b>	<b>\$16.08</b>	<b>\$16.13</b>
—% change	7.2%	-0.6%	2.0%	1.5%	1.7%	0.5%	0.3%
<b>Digital</b>	<b>\$0.62</b>	<b>\$0.71</b>	<b>\$0.85</b>	<b>\$0.97</b>	<b>\$1.10</b>	<b>\$1.19</b>	<b>\$1.31</b>
—% change	28.1%	15.3%	20.1%	13.3%	13.5%	8.7%	10.1%
<b>Total</b>	<b>\$15.90</b>	<b>\$15.91</b>	<b>\$16.35</b>	<b>\$16.70</b>	<b>\$17.10</b>	<b>\$17.27</b>	<b>\$17.44</b>
—% change	7.9%	0.0%	2.8%	2.1%	2.4%	1.0%	1.0%

*Note: eMarketer benchmarks its US radio ad spending projections against the Radio Advertising Bureau (RAB) data, for which the last full year measured was 2011; numbers may not add up to total due to rounding*  
*Source: eMarketer, Sep 2012; confirmed and republished, Dec 2012*

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www.eMarketer.com

## The shift to digital

[The Future of the Music Industry: Selling Audiences to Advertisers](#)



# Doctrine

- Miami Herald Publishing Co. v. Tornillo, 1974
  - Florida had a law similar to the Fairness Doctrine for print media
  - Court held that the law was unconstitutional content regulation
- FCC v. League of Women Voters, 1984
  - The Public Broadcasting Act of 1967 allocated federal funds to noncommercial tv and radio but prohibited editorializing on the stations
  - Court held that the law was unconstitutional

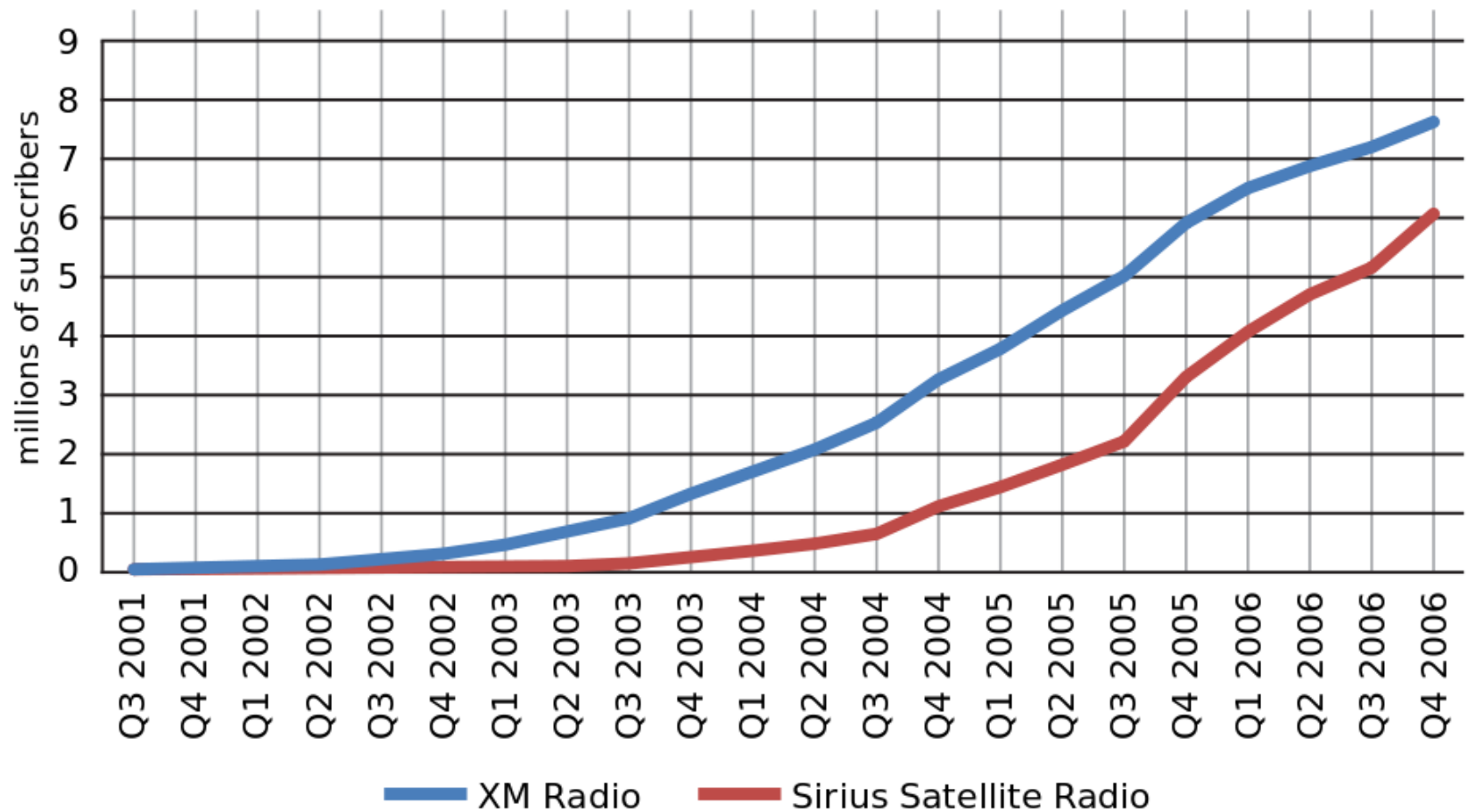
Fairness Doctrine – we hardly knew ye

[Once and Future Fairness Doctrine](#)



# Before the iPad was even a thought

[The history of the Walkman: 35 years of iconic music players](#)



## Radio from the sky

By File:XM\_and\_Sirius\_subscribers.png: Created by PSUMark2006Derivative work: converted to SVG by User:Orionist - Data obtained from the Satellite Standard Group via Orbitcast. Chart created by PSUMark2006., CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=10752402>



## Howard Stern checks out and cashes in

Stern is now worth an estimated \$500M. [He earned \\$95M in 2015.](#)

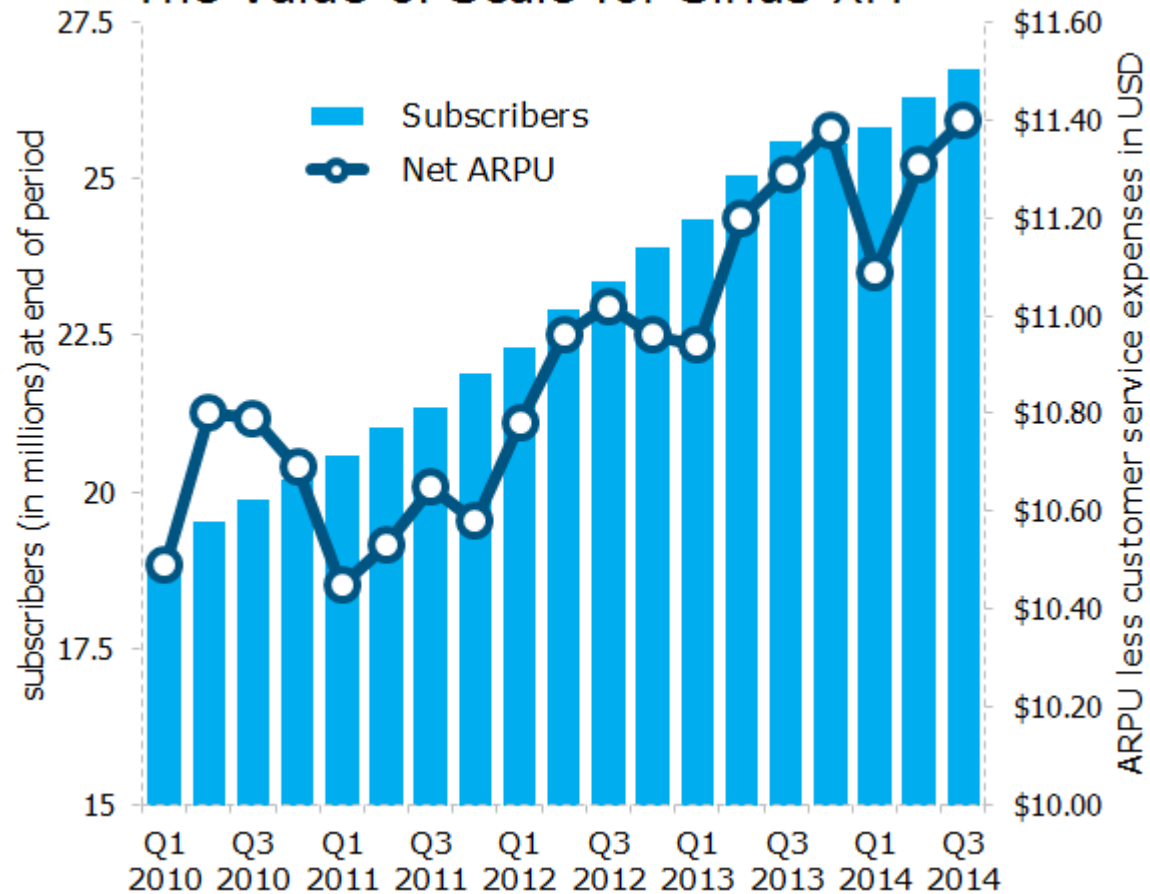




## Limbaugh's 2015 paycheck - \$79M

**Net worth ~\$400M**

## The Value of Scale for Sirius XM



Sirius XM makes good money for each customer

Source: [Motley Fool](#)



Program	Format	Network	Broadcast Time	Weekly Listeners (in millions)
<i>The Rush Limbaugh Show</i>	Conservative talk	Premiere	Midday	13.25+
<i>Morning Edition</i>	Public news	NPR	AM Drive	13+ <sup>[14]</sup>
<i>The Sean Hannity Show</i>	Conservative talk	Premiere	PM Drive	12.5
<i>All Things Considered</i>	Public news/talk	NPR	PM Drive	11.8 <sup>[15]</sup>
<i>Delilah</i>	Adult contemporary	Premiere	Evenings	8.8 <sup>[16]</sup>
<i>Marketplace</i>	Public news	APM	PM Drive	8.7 <sup>[17][18]</sup>
<i>The Dave Ramsey Show</i>	Financial talk	Self-syndicated	Midday	8.25+
<i>The Glenn Beck Program</i>	Conservative talk	Premiere	West Coast AM Drive	7+
<i>The Mark Levin Show</i>	Conservative talk	Westwood One	West Coast PM Drive	7+
<i>Elvis Duran and the Morning Show</i>	Top 40/morning zoo	Premiere	East Coast AM Drive	5.5 <sup>[19]</sup>
<i>The Savage Nation</i>	Conservative talk	Westwood One	East Coast PM Drive	5.25+
<i>Fresh Air</i>	Public news/talk	NPR	Midday	4.5 <sup>[20]</sup>
<i>A Prairie Home Companion</i>	Public old-time radio	APM	Weekends	4.3 <sup>[17]</sup>
<i>Wait Wait... Don't Tell Me!</i>	Public panel game show	NPR	Weekends	3.2 <sup>[21]</sup>
<i>Country Music Greats Radio Show</i>	Classic country	Syndication Networks, Inc.	Twice weekly	3.2 <sup>[22]</sup>
<i>Coast to Coast AM</i>	Talk	Premiere	Overnights	2.75+
<i>The Hugh Hewitt Show</i>	Conservative talk	Salem	East Coast AM Drive <sup>[23]</sup>	2.25+ <sup>[24]</sup>
<i>The Lia Show</i>	Mainstream country	Westwood One	Evenings	2+ <sup>[25]</sup>
<i>The Thom Hartmann Program</i>	Progressive talk	Westwood One	Midday	2+
<i>The Kim Komando Show</i>	Specialty	Compass/WestStar	Weekends	1.5+
<i>Whad'Ya Know?</i>	Public game show	PRI	Weekends	1.5 <sup>[26]</sup>

## Most popular radio shows (2016)

**April 20**

12:29 p.m. a young man at 207 West Fifth reported that someone had taken his car radio out of his vehicle, placed it in the street and had driven over it several times.

## Voting with their feet

Via [Bad Newspaper](#)

**My brain hurts!**



# Questions?