

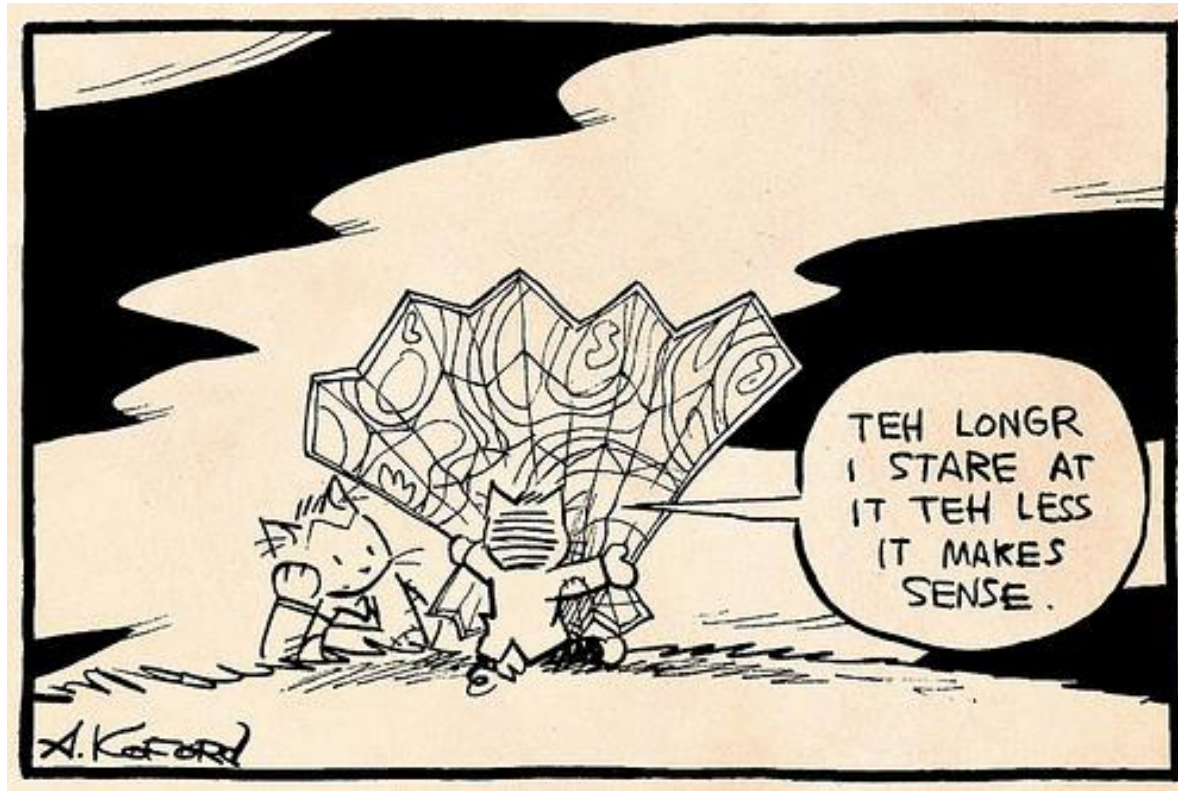
Turn your radio on

What's next?

Class schedule

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

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



Questions?





Jim, Margery, and Peter

[Peter Wolf, former WBCN DJ and former lead singer of the J. Geils Band, visits Boston Public Radio](#)



Tom Wheeler ✓

@TomWheelerFCC

Efforts to revitalize AM radio underway.
FCC has granted over 500 applications
for translators to help AM stations boost
service. [#NABShow](#)

1:45pm - 20 Apr 2016 - Twitter Web Client

AM has FCC support

ATSC 3.0 [Rollout](#) for ultra-high definition, multi-channel
broadcasting



:The American Archive of Public Broadcasting

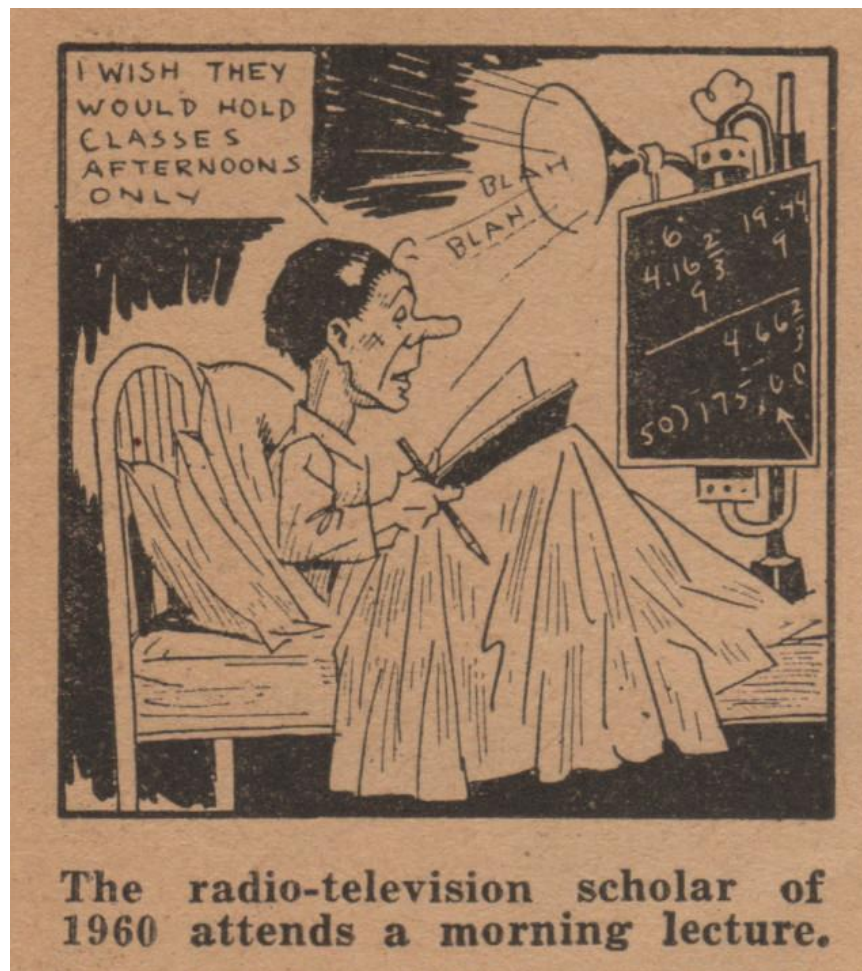
**The Library of Congress and WGBH in Boston are preserving
60 years of public radio and television broadcasting**



What did you hear on the radio today?

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+ ^[14]
<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 ^[15]
<i>Delilah</i>	Adult contemporary	Premiere	Evenings	8.8 ^[16]
<i>Marketplace</i>	Public news	APM	PM Drive	8.7 ^{[17][18]}
<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 ^[19]
<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 ^[20]
<i>A Prairie Home Companion</i>	Public old-time radio	APM	Weekends	4.3 ^[17]
<i>Wait Wait... Don't Tell Me!</i>	Public panel game show	NPR	Weekends	3.2 ^[21]
<i>Country Music Greats Radio Show</i>	Classic country	Syndication Networks, Inc.	Twice weekly	3.2 ^[22]
<i>Coast to Coast AM</i>	Talk	Premiere	Overnights	2.75+
<i>The Hugh Hewitt Show</i>	Conservative talk	Salem	East Coast AM Drive ^[23]	2.25+ ^[24]
<i>The Lia Show</i>	Mainstream country	Westwood One	Evenings	2+ ^[25]
<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 ^[26]

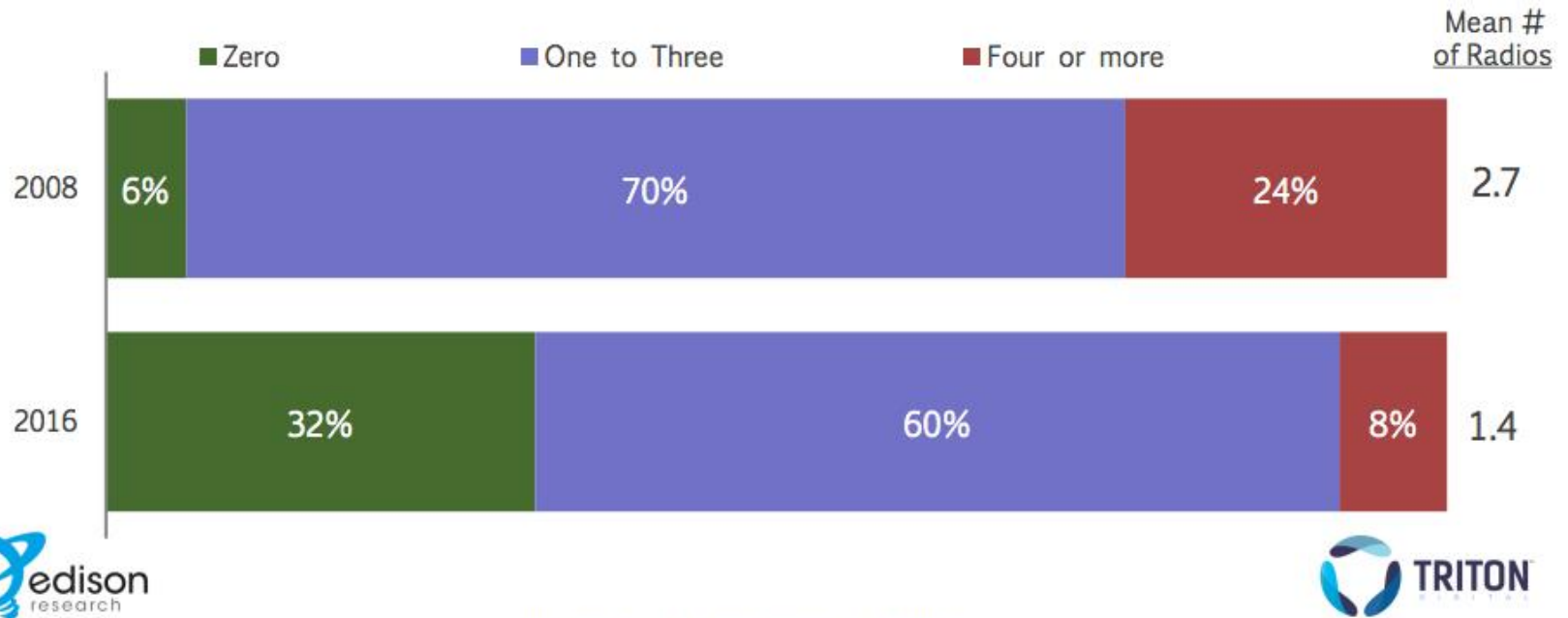
Most popular radio shows (2016)



The future of radio



Number of Radios Owned in Home (Age 18-34)



The Infinite Dial © 2016 Edison Research and Triton Digital

What's at home?

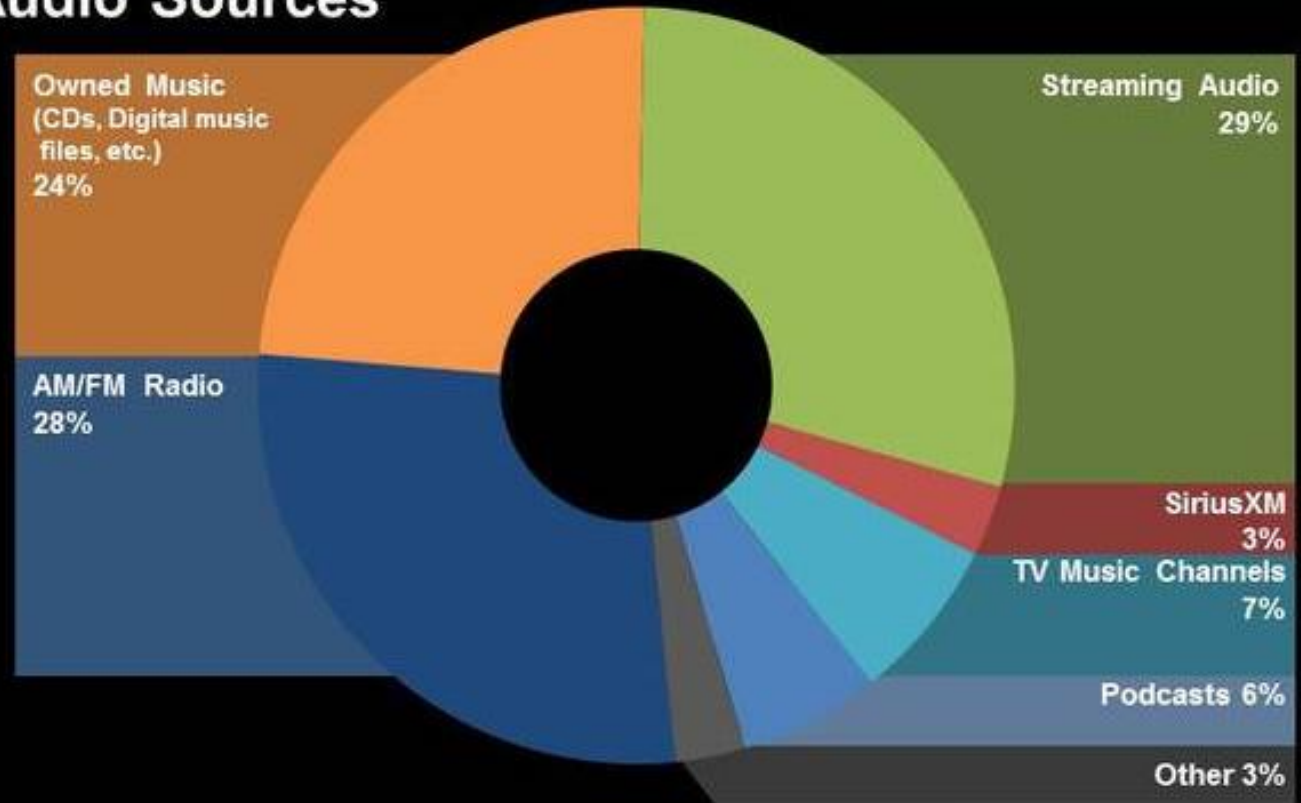
Nearly a third of young adults don't have a radio at home.



BMW and Tesla are eliminating broadcast AM radio

Half of all AM/FM radio listening in the United States takes place in the car.

18-24 Year-Olds' Share of Time Spent Listening to Audio Sources



Streaming audio surpasses broadcast audio

[Share of Ear: 18-24s Cross the Threshold](#)



Norway to turn off FM broadcasts in 2017

First European country to switch to all-digital. Planning has started in France and Italy. Sweden decides against change. UK not sure.

What do we have now?

- Streaming music
- Streaming radio stations
- Podcasts
- Digital radio
- What else?
 - Sliding scale of familiar and new
 - If you like x, you might like y.
 - “If you like Beethoven, you might like Mahler.
 - If you like Billie Holiday, you might like Amy Winehouse.”

What do you miss about radio?

What's not working the way that you like?

Or the way you remember it?

What do you like about contemporary radio?

What's new and interesting?

Or wish you understood better?

The future of radio

- It's much of what we've always wanted
- Personal
 - A DJ or performer who knows what I like
 - An effort toward two-way communications
- Mobile
 - We've wanted our entertainment with us
- Social
 - What want to share what we learn and feel

What is radio, anyway?

- First era: One source to many listeners (Broadcasting)
- Many to one: Many sources that you choose (YouCasting)
- Many to many: Your social channels share what they find interesting (Crowdcasting)

Music State University

upon recommendation of the Faculty and approval
of the Board of Trustees and by virtue of the authority vested in them
hereby bestow upon

Any Name Here

in recognition of the meritorious fulfillment of the prescribed requirements
the honorary degree of

Doctorate of Best Jockeying



with all the rights, privileges, and honors accorded therein.

In witness whereof our signatures are herewith affixed on this
twenty-seventh day of March, in the year of our Lord two thousand and nine.

Proctor
Proctor

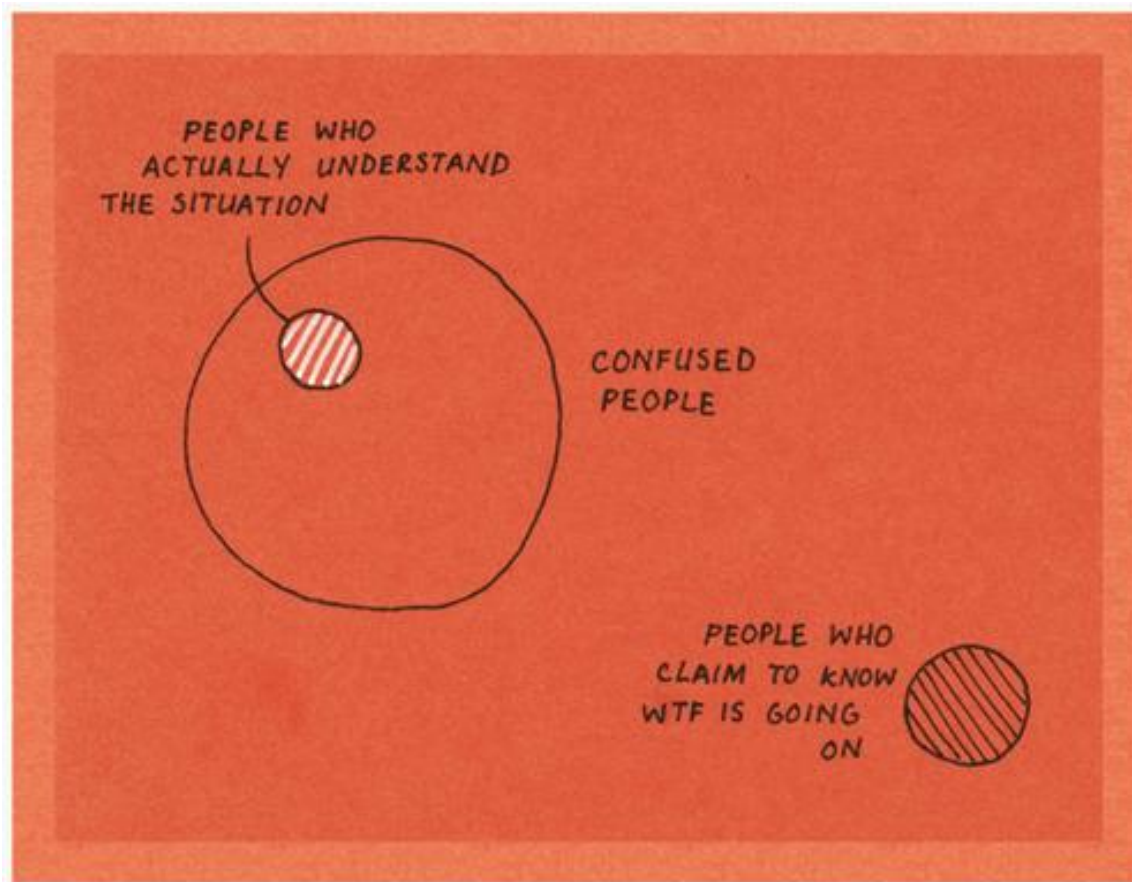


Mike Mansfield
Chairman, Board of Trustees

You are your own DJ

Radio in its place

- Radio is a part of the media ecosystem that includes
 - Television
 - Newspapers
 - Print
 - Social media



What haven't we figured out?

Gary's Safety Status



Gary Pollice marked himself safe during The Earthquake in Ecuador.



13 hrs ·



Like



Comment



You, Brian Schimpf, Dave Zygadlo and 43 others

Emergency communications and the last mile

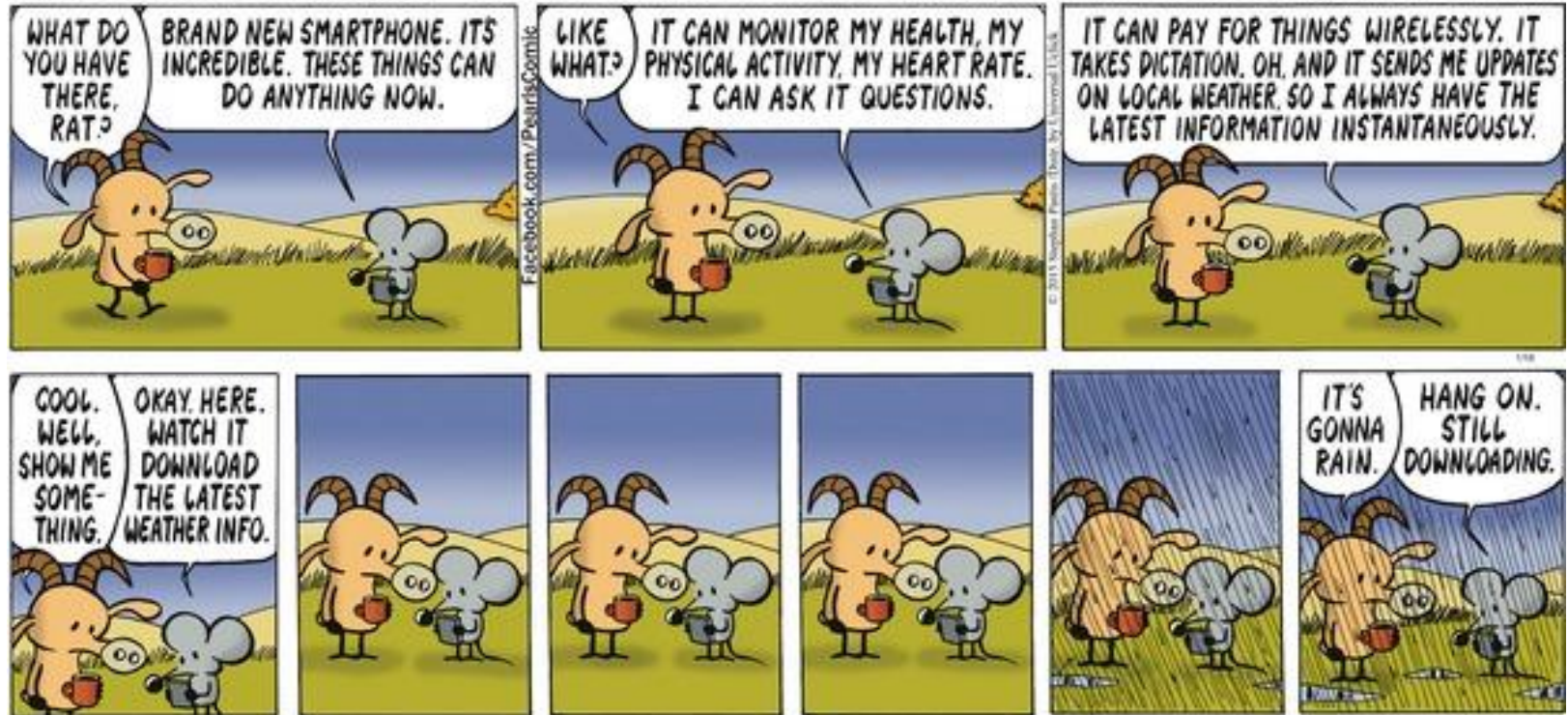
Lessons from 9/11 and 2008 ice storm

How do we pay for it?

- Freemium
 - Limited service or ad-supported for free
 - Paid upgrades
 - Example: Pandora, Google Play
- Paid services
 - You pay for access to the service
 - Examples: Satellite radio, Apple Music
- Tied to other services
 - You buy something and get the service.
 - Example: Amazon Prime and Music
- All ad-supported
- How do we preserve equity of services?

PEARLS BEFORE SWINE

BY STEPHAN PASTIS



Let's look at some apps

