**Chapter 4 & 5**

1. Narrowcasting is broadcasting to a specialized audience with a more personalized message.
2. The FCC is an agency whose job is to regulate forms of communication on tv, radio, and internet.
3. Payola is bribing someone so they can use their position to spread a desired message.
4. Broadcasting is distributing mass media through a large means typically television.
5. A&R is short for Arts and repertoire which is part of a record label that is responsible for scouting talent.
6. The radio act of 1927 is a law that increased the governments regulatory powers of radio broadcasting.
7. The public broadcasting act of 1967 created the corporation for public broadcasting.
8. Radio waves are a type of electromagnetic radiation that is used for communication technology.

**Video Lecture Part 1**

1. Broadcasting is distributing mass media through a large means typically television.
2. Radio waves are important to broadcasting because they’re finite, require FCC/government licenses, and must operate in public interest.
3. The 3 standards the radio established is the technology, patterns of ownership, and regulation of broadcast.
4. The first radio broadcast happened in 1920 in Pittsburgh.
5. Radio adapted to television by becoming more of a local thing and music focused.

**Video Lecture Part 2**

1. The 1996 telecommunications act was a deregulation of government regulation of the media industry.
2. The result of the act was it allowed for cross-medium ownership and increased ownership leadership.
3. Deregulation is reducing the governments regulation on a medium.
4. The effects of deregulation was it allowed for cross-medium ownership and increased ownership leadership.
5. In 1996 companies could only own 8 radio stations.
6. iHeart Radio is a radio conglomeration and it became the largest holder.

**Video Lecture Part 3**

1. The 3 effects of consolidation are radio no longer a local medium, greater self-censorship, greater ability to censor local playlists.
2. The example shows that radio isn’t a source for local news anymore. It is controlled by satellite feeds not distributing local news.
3. The clear channel memo was channels post 9/11 discouraged 158 songs from being played since they might convey negative emotions post 9/11. It is an example of self-censorship.
4. The dixie chicks example was a fallout from insulting president Bush. It caused a large 29% reduction in airway play. It shows the control of conglomerations being able to censor artists they disagree with.
5. Radio consolidation impacts artists by allowing most radio stations to collectively not play music by said artist which is a form of censorship.

**Required Video:**

1. In the 1920s people listened to the world series, address by the president, etc.
2. The internet impacted the radio by creating a great diversity in music being listened to.
3. The music genome project is having people sort of music into types of groups so it can be recommended to the right kinds of listeners.
4. The 3 kinds of music listeners are people who listening to the radio, a collection that people personally own, and the third is the music that you rent online.
5. The future may hold more options in subscription services for music.
6. People can listen to music for free by using advertising between the songs being played.