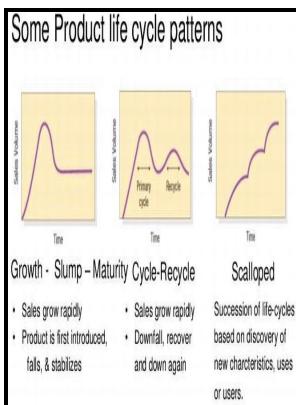


Systems theory applied to television station management in the competitive marketplace

University Press of America - The Public Interest Standard in Television Broadcasting



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UAV Ground Control Station

The inside pentagon of Figure 6 portrays the controllable elements, the ones about which the marketing manager can decide. Radio Programming While the 1992 Cable Act's must-carry provisions only apply to local commercial and noncommercial educational television stations, the Act's retransmission consent provisions apply to all commercial broadcast stations.

Strategic management

But others have been less conscientious.

The Prisoner's Dilemma in Business and the Economy

Another complication arose in 1960 when Congress decided to suspend the rules to allow the Kennedy-Nixon debates to proceed without networks having to grant airtime to minor candidates. Broadcasters are forbidden from transmitting any obscene, indecent or profane language over the airwaves from 6 a. Geography: Consumers can be geographically located at different places, which can create differences in their needs and wants.

arrow right

The 1984 Cable Act established policies in the areas of , channel usage, franchise provisions and , subscriber rates and , unauthorized reception of services, , and.

Competitive Advantage: What Is It?

Endnotes 1 Communications Act of 1934, ch. The Public Interest Standard in Television Broadcasting Archives SECTION II THE PUBLIC INTEREST STANDARD IN TELEVISION BROADCASTING The federal government's oversight of broadcasting has had two general goals: to foster the commercial development of the industry and to ensure that broadcasting serves the educational and informational needs of Americans.

The Commission does not prosecute unauthorized reception of cable services.

UAV Ground Control Station

These changes affected the ability of citizens and would-be license applicants to critique at license renewal time a broadcaster's implementation of public interest obligations.

Competitive Advantage Definition: How It's Used

The FCC's rules exempt, *inter alia*, advertisements under 5 minutes, interstitial and promotional programming, limited late-night programming, and programming by new networks during their first 4 years of existence. The Blue Book defined how the FCC would assess the public interest performance of licensees at renewal time. The 1996 Act did not modify the local franchising authority's ability to regulate basic cable rates.

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