

# MFS 100 Radio



**Watch this music video and listen carefully ...**

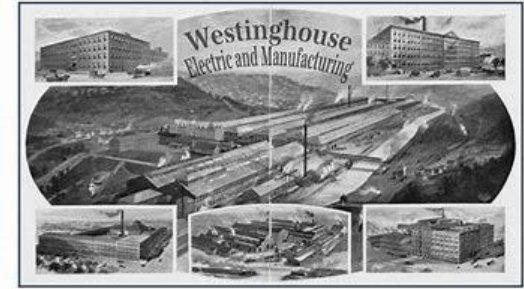
<https://www.youtube.com/watch?v=K1b8AhlsSYQ>

*“Marconi plays the mamba...listen to the radio...we built this cith on rock n’ roll.”*

**Guglielmo Marconi** - In 1899, Guglielmo Marconi introduces his wireless radio during the America’s Cup race. Through his experiments in wireless telegraphy, Marconi developed the first effective system of radio communication.



Pittsburgh's Westinghouse Electric Company was among the first firms involved in developing radio technology.



The first true radio network was The national Broadcasting Company (NBC).







# Little Orphan Annie

HERE IS NOTHING MAKES A MAN SUSPECT MUCH MORE THAN TO KNOW "LITTLE" FEELS BACK--WHY! SUPPOSE THE "DOCTOR" DID KNOW THAT ANNIE KNOWS!

LEARN! LIZARDS! NOW, I KNOW WHERE TH' SECRET SWITCH IS THAT MAKES TH' OLD COAL FURNACE SLIDE BACK, JUST AS SMOOTH--

AN' THERE, UNDER WHERE IT WAS, IS TH' 'LECTRIC FURNACE IN A PIT, JUST TH' RIGHT SIZE TO BURN FOLKS UP, AN' NOT LEAVE EVEN A CINDER--

SO, NOW I KNOW WHAT GOES ON HERE--BUT HOW CAN I DO ANYTHING ABOUT IT?

I SAY THAT BRAT IS LIABLE TO CATCH ON! SHE'S FOREVER SLICKING AROUND!

POPPYCOCK! ANYWAY, WHAT COULD SHE DO? THE STUPID LITTLE MORPET AMUSES ME--

WELL, SHE DOESN'T AMUSE ME! DO YOU KNOW WHERE SHE IS RIGHT NOW?

I PRESUME SHE'S ASLEEP IN THAT GRUBBY LITTLE CLOSET OFF THE KITCHEN CORRIDOR--

WELL, I'M GOING TO SEE IF SHE IS! IF SHE ISN'T, GUESS WHAT'S GOING TO HAPPEN TO HER, REDDA!

JUST BECAUSE YOU HEARD MICE IN THE WALL! YOU'RE GETTING JUMPY, "DOC"!

OH-H-H-H-- THEY'RE COMIN' UP FROM TH' CELLAR--FAST! I GOTTA GET TO THAT CLOSET FIRST! IT'S GOIN' TO BE AWFUL CLOSE!

MAYBE MY NERVES ARE JUMPY! BUT IN OUR BUSINESS, WE CAN'T TAKE ANY CHANCES--IS THIS THE CLOSET?

SEE? WHAT DID I TELL YOU?

HUMPH! ALL DRESSED EXCEPT FOR HER SHOES!

THE ONE DRESS IS ALL SHE HAS--DID YOU EXPECT HER TO HAVE SILK PAJAMAS?

YEAH--SHE'S ASLEEP, ALL RIGHT--GUESS I WAS MISTAKEN THAT TIME--

BUT I'M TELLING YOU, REDDA! KEEP AN EYE ON HER--SHE'S A SMART ONE--SO SMART SHE'LL HAVE TO BE TAKEN CARE OF YET!

TCH-TCH! NO PROFIT IN HER--SHE'S NOT EVEN INSURED!

BR-R-R-- IF THERE WAS ANY INSURANCE 'GAINST THOSE TWO, I'D SURE BE IN TH' MARKET FOR A MILLION DOLLARS' WORTH!

# Little Orphan Annie

One of the biggest radio broadcasts of it's time. It was Inspired by a newspaper comic strip and eventually made into a movie. Watch/listen to the following video/audio clips in their entirety.

*Little Orphan Anne* (1936 radio broadcast)

<https://www.youtube.com/watch?v=HYYAwSYyRy4>

*Anne* (1982 movie)

<https://www.youtube.com/watch?v=s1ZfgeQLKAw>

[https://www.youtube.com/watch?v=C\\_jh\\_9FqalE](https://www.youtube.com/watch?v=C_jh_9FqalE)

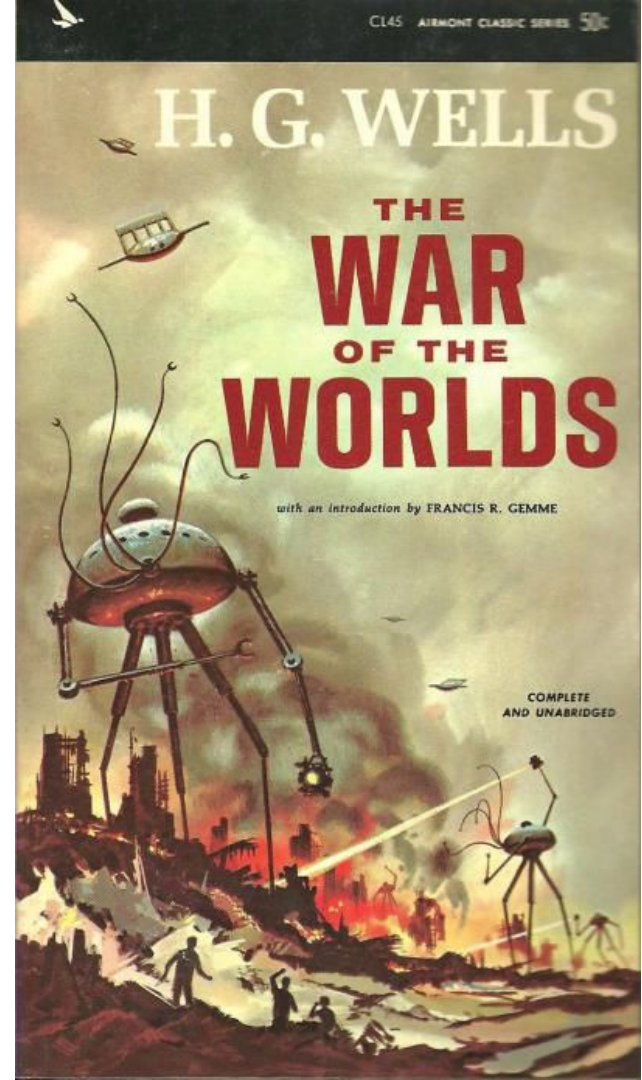
<https://www.youtube.com/watch?v=ry79LzkkDb4>

<https://www.youtube.com/watch?v=cDkEXszYtdo>

A Christmas Story - [https://www.youtube.com/watch?v=zdA\\_\\_2tKoIU](https://www.youtube.com/watch?v=zdA__2tKoIU)

1938 Mercury Theater –  
Orson Welles broadcasts “War of The Worlds”  
demonstrating how quickly broadcast  
misinformation can cause a public panic.

Originally a book written  
by H.G. Wells in 1887





War of The Worlds original radio broadcast - 1938

War of The Worlds original radio broadcast (listen to this entire broadcast).

[https://www.youtube.com/watch?v=OzC3Fg\\_rRJM](https://www.youtube.com/watch?v=OzC3Fg_rRJM)

And

Fake News?

<https://www.youtube.com/watch?v=ol3NRuMOEGk>

Movie Clip

<https://www.youtube.com/watch?v=DtM3UTktVWI>

**NBC, ABC and CBS** were some of the original radio stations that transitioned to TV



# Alan Freed

Alan Freed coins the phrase Rock n Roll on a radio station in Cleveland, Ohio

One of the most important popularizers of rock and roll during the '50s, Alan Freed was the first disc jockey and concert producer of rock and roll. Often credited with coining the term rock and roll in 1951, ostensibly to avoid the stigma attached to R&B and so called race music, Freed opened the door to white acceptance of black music, eschewing white cover versions in favor of the R&B originals.



<https://www.youtube.com/watch?v=8Bhlz-xYGCU>



## **1960 Manhattan jury indicts Alan Freed for**

**payola** – the practice of accepting payment to play specific recordings on the air

### **“Telling Lies in America”**

Watch trailer - movie inspired by Alan Freed

<https://www.youtube.com/watch?v=XhrT0SD69EQ>

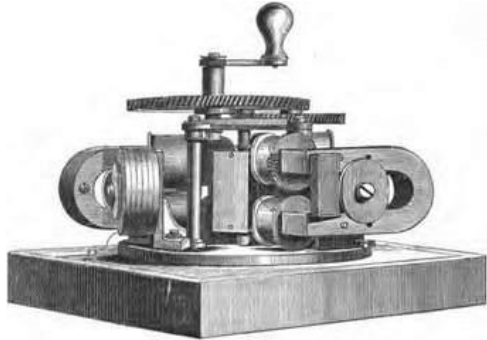


# MFS 100 Television



## Samuel Morse invents the telegraph

Samuel F. B. Morse (1791-1872) conceived the idea of radio telegraph while returning on a ship from Europe in 1832. After a number of electrical experiments Morse was able to demonstrate a working telegraph set in 1836. It was with the invention of the American Morse code that the historic message, "What hath God wrought?" was successfully sent from Washington to Baltimore.



Once Upon A Time In The West: <https://www.youtube.com/watch?v=QML28YQBvyc>

# Inventors of the telephone



Alexander Graham Bell

Elisha Gray

Antonio Meucci



# Alexander Graham Bell

Often credited as the inventor of the telephone

since he was awarded the first successful patent.

However, there were many other inventors such as

Elisha Gray and Antonio Meucci who also developed

a talking telegraph.





## Elisha Gray

To make matters even more interesting some researchers suggest that Elisha Gray, a professor at Oberlin College, applied for a caveat (an announcement of an invention) of the telephone on the same day Bell applied for his patent of the telephone- Bell got to the patent office first. The date was February 14, 1876. He was the fifth entry of that day, while Gray was 39th. Therefore, the U.S. Patent Office awarded Bell with the first patent for a telephone. However, some authors dispute this story and suggest that there was interference by certain individuals at Patent Office, and possibly Bell himself.

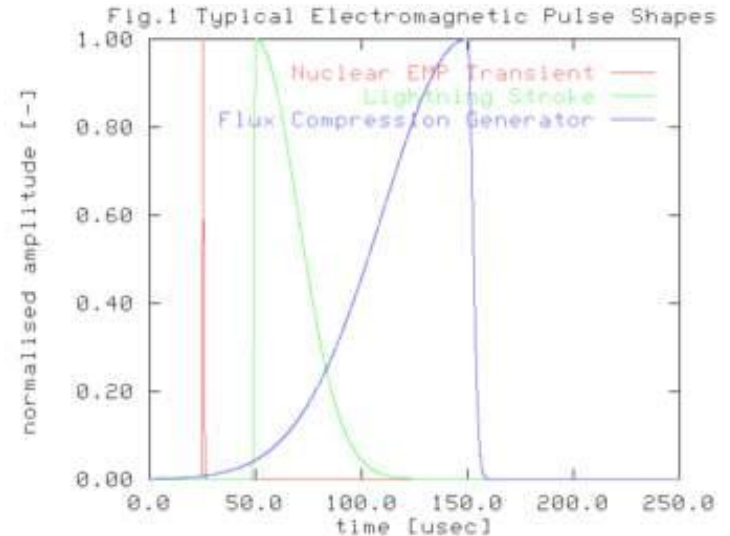


# Antonio Meucci

Antonio Meucci, an Italian immigrant, began developing the design of a talking telegraph or telephone in 1849. In 1871, he filed a caveat for his design of a talking telegraph. Due to hardships, Meucci could not renew his caveat. His role in the invention of the telephone was overlooked until the United States House of Representatives passed a Resolution on June 11, 2002, honoring Meucci's contributions and work.



The Telegraph and the Telephone contributed to the idea of sending electrical impulses over long distances.



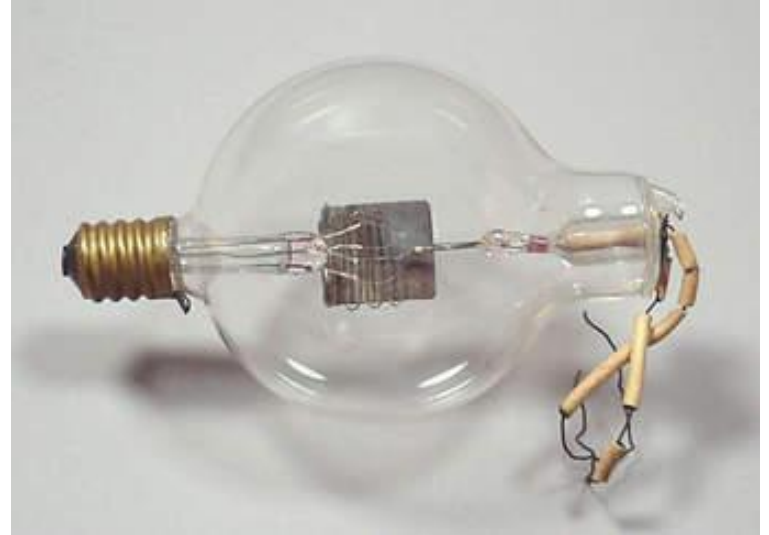
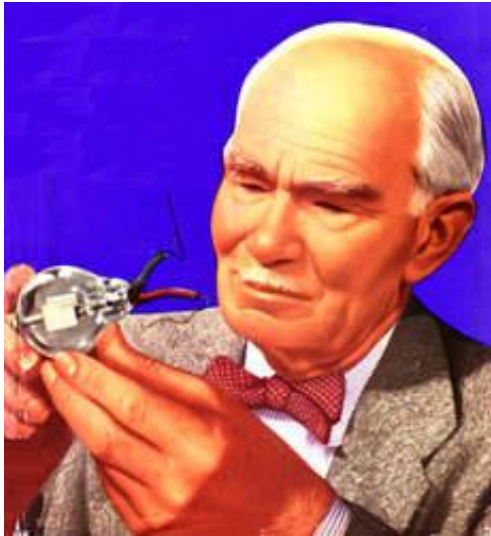
Guglielmo Marconi also contributed to television by eliminating sound's dependence on wires and putting sound on airwaves.





# Lee de Forest

Lee de Forest contributed the Audion tube, which amplified radio waves so that people could hear the sound clearly.

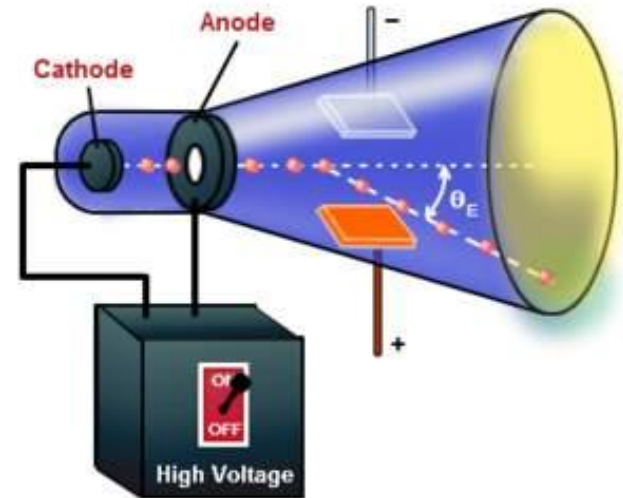


# Philo T. Farnsworth

Philo T. Farnsworth developed the cathode ray tube that used an electronic scanner to reproduce electronic images.



OddMix.com



# David Sarnoff and NBC

1939 NBC's David Sarnoff debuts television at the World's Fair in NYC.

President Franklin D Roosevelt, broadcasting from the fair, is the first US president to appear on TV



Radio Programming transitions to television

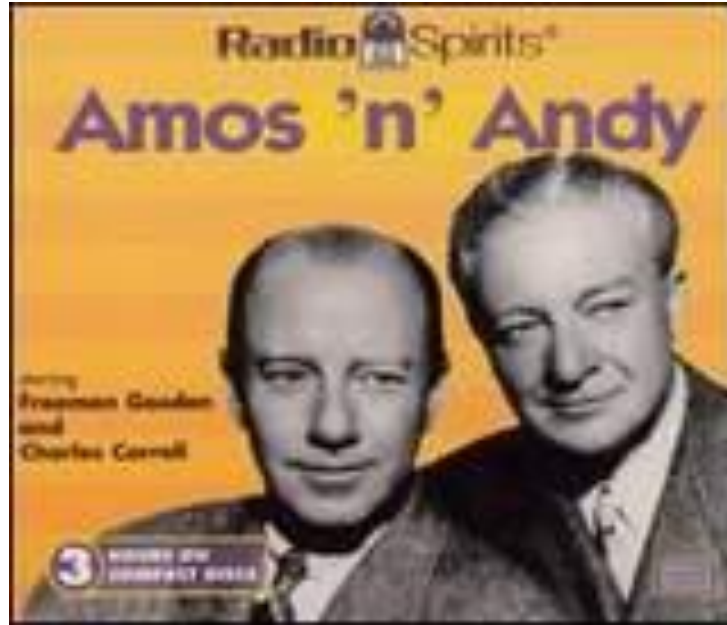
CBS and NBC were the first to transition.



# Amos and Andy

Radio:

[https://www.youtube.com/watch?v=FuALwwANlkk&list=PLxHDKqDfoGY\\_7b\\_yyVQJi0\\_yOkIP2-JFg](https://www.youtube.com/watch?v=FuALwwANlkk&list=PLxHDKqDfoGY_7b_yyVQJi0_yOkIP2-JFg)



# Amos and Andy

Amos and Andy was one of the highest rated radio programs. The radio cast consisted of two white males. When it transitioned to TV, they had to re-cast.

<https://www.youtube.com/watch?v=EcmPUyThbtM>



# Variety Shows

Milton Berle

Texaco Theater

[https://www.youtube.com/watch?v=PQ5\\_K\\_zTDi0&t=272s](https://www.youtube.com/watch?v=PQ5_K_zTDi0&t=272s)

<https://www.youtube.com/watch?v=u7O3l0uww3U>



# The Marx Brothers

<https://www.youtube.com/watch?v=3Q7k3vWr8Ug>



# Ed Sullivan

<https://www.youtube.com/watch?v=Pp0NEWIZ29Y>

<http://www.edsullivan.com/show-history/>

Ed Sullivan Introduces The Beatles to America

[https://www.youtube.com/watch?v=It3Cctk6BRs&list=PLszlx5jeWNhznxKLVM7JtFzDqLM0Dyg\\_x](https://www.youtube.com/watch?v=It3Cctk6BRs&list=PLszlx5jeWNhznxKLVM7JtFzDqLM0Dyg_x)

[https://www.youtube.com/watch?v=\\_qXyw1JiW7I](https://www.youtube.com/watch?v=_qXyw1JiW7I)



# Situational Comedy - (sitcom)

One of the first and most popular sitcoms was:

The Honeymooners

<https://www.youtube.com/watch?v=6G3nuGSr4Bs>

Inspiration for:

The Flintstones

[https://www.youtube.com/watch?v=s\\_ND7nxyBHs](https://www.youtube.com/watch?v=s_ND7nxyBHs)

# I Love Lucy

Lucile Ball and Desi Arnaz introduced the multicam shooting technique, still used today.

<https://www.youtube.com/watch?v=1nx6BsYlvU4>

<https://www.youtube.com/watch?v=8NPzLBSBzPI>

<https://www.youtube.com/watch?v=sQvjD2-p98U>

# MASH

Highest rated TV program ever

<https://www.youtube.com/watch?v=FM42Sp1Pqlo>

<https://www.youtube.com/watch?v=De2AYTIUU0I>

Final episode: Highest rated episode of all time

[https://www.businessinsider.com/most-watched-episodes-2016-9#2-cheers-one-fo  
r-the-road-series-finale-19](https://www.businessinsider.com/most-watched-episodes-2016-9#2-cheers-one-fo-r-the-road-series-finale-19)

<https://www.youtube.com/watch?v=XvqyY3muiW8&t=101s>

<https://www.youtube.com/watch?v=rvBS0VqJPXs>

# Gilligans Island

Inspiration for *Lost* ?

<https://www.youtube.com/watch?v=XljBgBdkL0w>

# Ratings

Ratings: The percentage of the total number of households with TV sets tuned to a particular program. Ratings give sponsors information about the audiences they are reaching with their advertising. - what advertisers are getting for their money. If there are 95 million homes with TV sets, the ratings show the percentage of those sets that were tuned in to a specific program.

# Nielson Ratings

By the late 1950's, the Nieson company dominated the TV ratings business. These describe the audience to advertisers. Based on The Nielsons, advertisers pay for the commercial time to reach the audiences they want (paper). They also deliver Demographics: Data about consumer's characteristics such as age, occupation and income level

# Share

The percentage of the audience with TV sets turned on that is watching a particular program. Compares the audience of one show to the audience of another (at the same time)



# Sweeps

The months when TV ratings services gather their most important ratings (Feb, May, Nov)

**Nielson ratings as seen on Family Guy:**

<https://www.youtube.com/watch?v=Vtlpgk0EKWM>

# Subscription Television Services

Cable

Satellite

Netflix