



Radio

Theater of the Mind

Regulation

- Federal Communication Commission
- Station must serve the public interest, convenience and necessity
- Limited resource
- Invasive
- Sensitive audiences (children)
- Satellite and HD radio

Facts

- Number of stations in the U.S.
 - AM stations - 4,698
 - FM commercial - 6,666
 - FM educational - 4,091
 - Total: 15,455 (2015)
- Formats
 1. Country
 2. Adult Contemporary
 3. Talk
 4. Religious

Schedule

- 6 a.m. to 10 a.m. – Morning Drive
- 10 a.m. to 3 p.m. – Midday
- 3 p.m. to 7 p.m. – Afternoon Drive
- 7 p.m. to Midnight – Evening
- Midnight to 6 a.m. – Overnight

The Biz

- Ratings
 - Arbitron
 - 1 pt. = 1 percent
 - 5 to 6 points = good
- Networks
 - O&O
 - Affiliates
 - Turnkey
- Syndication

Royalties

- ASCAP – American Society of Composers, Authors and Publishers
- BMI – Broadcast Music Inc.
- SoundExchange – Digital royalties

Problems

- Payola
- Shock radio
- Pirate stations