Television and Radio Announcing

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This edition is dedicated to the memory of Allie Hyde, to our families and to all students seeking a career in broadcasting.
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Preface

The first edition of this book appeared in 1959, the second 12 years later. During those years, very little changed in broadcast technology or programming, so a revision wasn’t considered urgent. Gradually, however, several changes did affect announcers, so these were reflected in a 1971 second edition. Developments included the rock-and-roll revolution, as well as slow but constant refinement of microphones, audio consoles, recorders, television cameras, and studio lighting. Even though many other changes occurred during these dozen years, they only had marginal effects on the preparation, performance duties, and job opportunities of most announcers.

The digital revolution changed all this. Developments in recent years have brought about a radically new concept of electronics and a reconfiguration of electronic media production practices and distribution modes. In addition, the Telecommunications Act of 1996 resulted in drastic changes in station ownership and FCC regulations. Because both technical innovations and regulation changes affect announcers, a complete revision of many sections of Television and Radio Announcing was necessary.

But those issues are only part of the urgent need for a new edition. The Internet and social media opened up new access to production and new methods of distribution, including YouTube, Facebook, Twitter, Hulu, Netflix, and Podcasts. Cell phones and smart phones, which now do everything but cook breakfast, are used in a growing number of applications. The act of streaming video from online sources is inspiring many to “cut the cord” and cancel cable subscriptions. The digital revolution evolved into a Web revolution, and Web 2.0, where users can also be content creators, has created new and exciting opportunities for aspiring broadcasters.

Because of these developments, bringing this edition up to date required recognition of the realities of today’s students, who epitomize this new era. That demanded a perception of their culture, interests, objectives, and attitudes toward electronic communication. We are also grateful to the professors who helped us review the eleventh edition and made helpful suggestions for the current edition.

We believe that the greatest benefit of being a college teacher is the opportunity and need to be constantly aware of the evolving culture of one’s students. This twelfth edition reflects the world of the students who will use this textbook.

We have made significant alterations and additions. Here are a few of them:

New to This Edition

- Innovative approaches to seeking employment opportunities
- Strategies to increase your personal brand using the Internet and social media
• Technical developments in equipment and production procedures are noted throughout the book
• Tips on using high-definition cameras and makeup
• Useful information on creating video resumes and digital reels for the job search
• Updated references to television, radio, and online announcing practices.

While there have been many alterations to this new edition, it is important to note that this textbook boasts a strong lineage. This edition marks the fifty-first anniversary of the first edition, published in 1959. We live in a world of great and rapidly changing technology, and it is challenging to always keep up. While fully embracing and taking advantage of these changes, what ultimately matters is your impact as an announcer. If you use this privilege wisely, you will ensure a bright and rewarding career. We wish you well.

Stuart Hyde & Dina Ibrahim
Our thanks to our friends and family and to all the media professionals whose advice and input was invaluable to this edition.