

RADIO LISTENING IN AMERICA

Columbia University, Bureau of Applied Social Research
National Association of Broadcasters, Washington, D.C.
National Opinion Research Center

The People Look at Radio—Again



Radio Listening In America

Paul Felix Lazarsfeld, Patricia Kendall



Radio Listening In America:

Radio Listening in America Columbia University. Bureau of Applied Social Research, Paul F. Lazarsfeld, Patricia L. Kendall, 1979 **Radio Listening in America; the People Look at Radio--again** Columbia University Bureau of Applied Social Research, National Opinion Research Center, National Association of Broadcasters, 2023-07-18 Originally published in 1940 this groundbreaking study explores the listening habits and attitudes of American radio audiences With detailed analysis and rich anecdotal evidence the authors provide an important snapshot of a moment in media history when radio was at its peak popularity This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it This work is in the public domain in the United States of America and possibly other nations Within the United States you may freely copy and distribute this work as no entity individual or corporate has a copyright on the body of the work Scholars believe and we concur that this work is important enough to be preserved reproduced and made generally available to the public We appreciate your support of the preservation process and thank you for being an important part of keeping this knowledge alive and relevant *Radio Listening in America* Columbia University. Bureau of Applied Social Research, Paul F. Lazarsfeld, Patricia L. Kendall, National Opinion Research Center, National Association of Broadcasters, 1948 **Radio Listening in America** ,1948 **Radio Listening in America** Paul F. Lazarsfeld, 1948 *Sendeprogramm Radiokonsum in Amerika* **The Radio Station** Michael C Keith, 2012-09-10 This book is bible for beginning radio professionals the complete definitive guide to the internal workings of radio stations and the radio industry Not only will you begin understand how each job at a radio station is best performed you will learn how it meshes with those of the rest of the radio station staff If you are uncertain of your career goals this book provides a solid foundation in who does what when and why The Radio Station details all departments within a radio station Topics explained include satellite radio Web radio AM stereo cable and podcasting Also mergers and consolidation future prospects new digital technologies This edition is loaded with new illustrations feature boxes and quotes from industry pros bringing it all together for the reader Going strong after 20 years The Radio Station is now in its eighth edition and long considered the standard work on this audio medium It remains a concise and candid guide to the internal workings of radio stations and the radio industry explaining the functions performed successfully within every well run station *Radio Listening in America* ,1948 **Radio Listening in America the People Look at Radio - Again. Report on a Survey Conducted by the National Opinion Center of the University of Chicago ...** ,1948 [Radio Listening in America](#) Paul F. Lazarsfeld, 2018-02-14 Excerpt from *Radio Listening in America The People Look at Radio Again* During the last war Frank Stanton conceived the idea of a periodic survey of the public s attitudes toward radio Although much was known about specific listening habits he felt that an important industry like radio should keep itself informed of what people know and feel about its general policies the way it is organized and operated Im mediately after the armistice in the fall of 1945 a committee headed by Dr Stanton developed a

questionnaire and sent it into the field The study was sponsored by the National Association of Broadcasters and conducted by the National Opinion Research Center then at the University of Denver By the end of 1946 the final report appeared under the title *The People Look at Radio* The co author of that text Harry Field contributed greatly to the first study His death in an airplane accident in Europe was a great shock and loss to all of his associates About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books Find more at www.forgottenbooks.com This book is a reproduction of an important historical work Forgotten Books uses state of the art technology to digitally reconstruct the work preserving the original format whilst repairing imperfections present in the aged copy In rare cases an imperfection in the original such as a blemish or missing page may be replicated in our edition We do however repair the vast majority of imperfections successfully any imperfections that remain are intentionally left to preserve the state of such historical works

[Radio Listening in America; the People Look at Radio-again. Report on a Survey Analyzed and Interpreted by Paul F. Lazarsfeld and Patricia L. Kendall](#) Columbia University. Bureau of Applied Social Research,1948

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Radio's America Bruce Lenthall,2008-11-15 Orson Welles s greatest breakthrough into the popular consciousness occurred in 1938 three years before Citizen Kane when his War of the Worlds radio broadcast succeeded so spectacularly that terrified listeners believed they were hearing a genuine

report of an alien invasion a landmark in the history of radio's powerful relationship with its audience In *Radio's America* Bruce Lenthall documents the enormous impact radio had on the lives of Depression era Americans and charts the formative years of our modern mass culture Many Americans became alienated from their government and economy in the twentieth century and Lenthall explains that radio's appeal came from its capability to personalize an increasingly impersonal public arena His depictions of such figures as proto Fascist Charles Coughlin and medical quack John Brinkley offer penetrating insight into radio's use as a persuasive tool and Lenthall's book is unique in its exploration of how ordinary Americans made radio a part of their lives Television inherited radio's cultural role and as the voting tallies for American Idol attest broadcasting continues to occupy a powerfully intimate place in American life *Radio's America* reveals how the connections between power and mass media began

[Listening In](#) Susan J. Douglas, 2013-11-30 Few inventions evoke such nostalgia such deeply personal and vivid memories as radio from Amos n Andy and Edward R Murrow to Wolfman Jack and Howard Stern *Listening In* is the first in depth history of how radio culture and content have kneaded and expanded the American psyche But *Listening In* is more than a history It is also a reconsideration of what listening to radio has done to American culture in the twentieth century and how it has brought a completely new auditory dimension to our lives Susan Douglas explores how listening has altered our day to day experiences and our own generational identities cultivating different modes of listening in different eras how radio has shaped our views of race gender roles ethnic barriers family dynamics leadership and the generation gap With her trademark wit Douglas has created an eminently readable cultural history of radio

The Concise Encyclopedia of American Radio Christopher H. Sterling, Cary O'Dell, 2010-04-12 *The Concise Encyclopedia of American Radio* is an essential single volume reference guide to this vital and evolving medium Comprised of more than 300 entries spanning the invention of radio to the Internet this reference work addresses personalities music genres regulations technology programming and stations the golden age of radio and other topics relating to radio broadcasting throughout its history The entries are updated throughout and the volume includes nine new entries on topics ranging from podcasting to the decline of radio

[America's Battle for Media Democracy](#) Victor Pickard, 2015 Drawing from extensive archival research the book uncovers the American media system's historical roots and normative foundations It charts the rise and fall of a forgotten media reform movement to recover alternatives and paths not taken

Media Ownership and Concentration in America Eli M. Noam, 2009-10-19 The concentration of private power over media has been the subject of intense public debate around the world Critics have long feared waves of mergers creating a handful of large media firms that would hold sway over public opinion and endanger democracy and innovation But others believe with equal fervor that the Internet and deregulation have opened the media landscape significantly How concentrated has the American information sector really become What are the facts about American media ownership In this contentious environment Eli Noam provides a comprehensive and balanced survey of media concentration with a methodical scientific approach He assembles a wealth of

data from the last 25 years about mass media such as radio television film music and print publishing as well as the Internet telecommunications and media related information technology After examining 100 separate media and network industries in detail Noam provides a powerful summary and analysis of concentration trends across industries and major media sectors He also looks at local media power vertical concentration and the changing nature of media ownership through financial institutions and private equity The results reveal a reality much more complex than the one painted by advocates on either side of the debate They show a dynamic system that fluctuates around long term concentration trends driven by changing economics and technology Media Ownership and Concentration in America will be essential reading and a trove of information for scholars and students in media telecommunications IT economics and the history of business as well as media industry professionals business researchers and policy makers around the world Critics and defenders of media trends alike will find much that confirms and refutes their world view But the next round of their debate will be shaped by the facts presented in this book

Kids and Media in America Donald F. Roberts,Ulla G. Foehr,2004 This 2003 book reports the only national random sample survey of US children and adolescents use of all of the various media available to them conducted in at least the past 30 years In addition to providing the first comprehensive look at how media saturated our young people s lives have become it is the first study to examine young people s overall media budgets and the first to attempt to describe distinctly different types of young media users Extensive background information and chapters devoted to each of the various media to the overall media budget and to particular types of media users enables the authors to describe perhaps the most detailed map of US young people s media behavior ever assembled

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