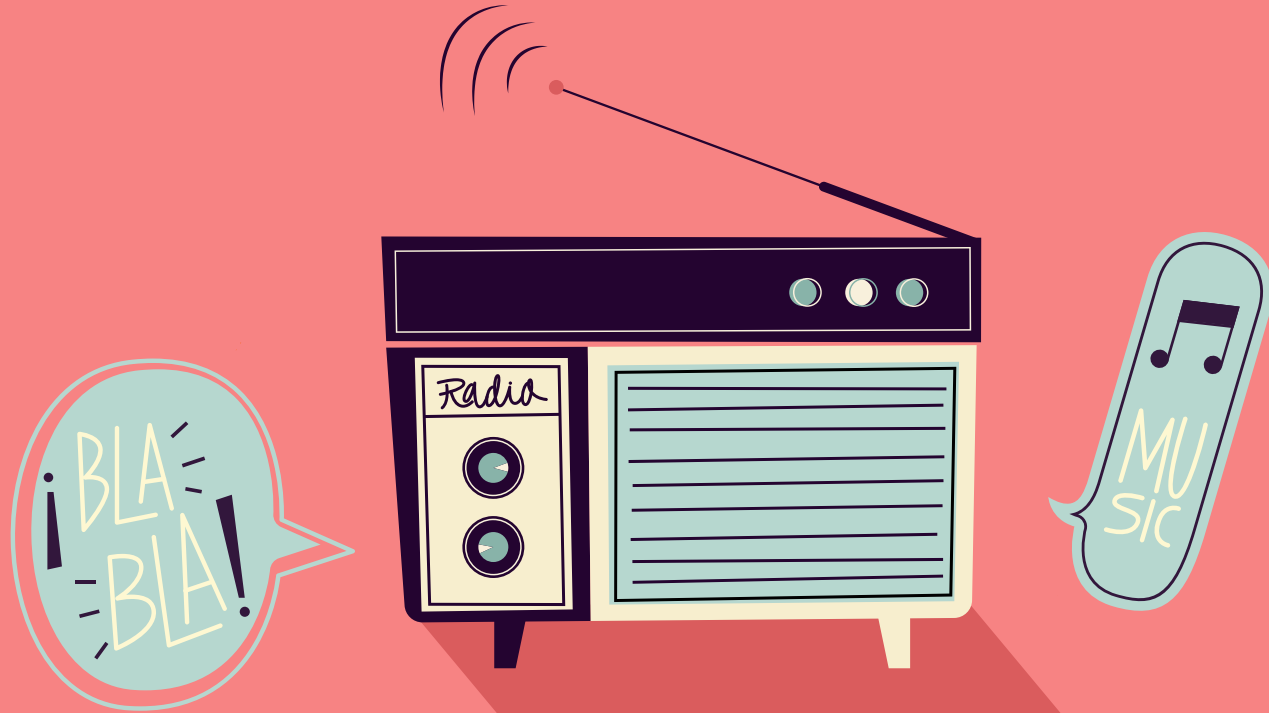


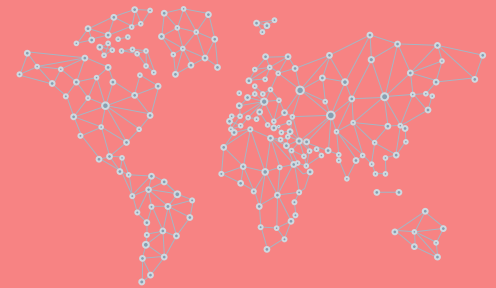
ORIGINS & EARLY INFLUENCE OF RADIO



DISCOVERY OF RADIO

Radio started with the discovery of "radio waves" - electromagnetic waves that have the capacity to transmit music, speech, pictures and other data invisibly through the air.

- Many devices work by using electromagnetic waves (radios, microwaves, cordless phones, remote controlled toys, tv broadcasts, etc.)





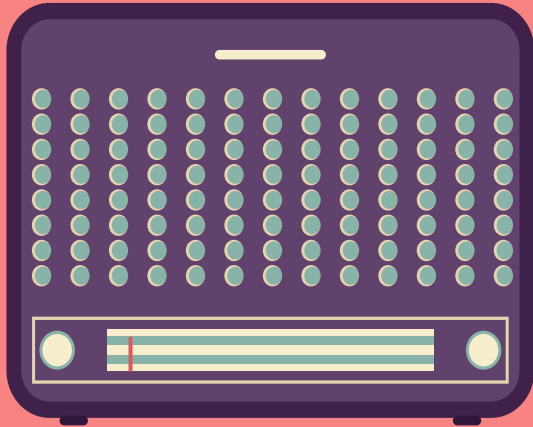
INSTRUMENTS FOR TRANSMITTING MORSE SIGNALS BY MEANS OF WIRELESS TELEGRAPHY.



ORIGINS

- Radio owed its development to the telegraph & the telephone
- Radio technology began as a way to send messages via radio waves without wires (or Morse code).
 - Information is transferred by radio waves – receiver picks up the radio waves and translates it back into a language we understand.





- The Navy adopt wireless radio (before that they used visual signalling & homing pigeons) and the Hawaiian islands also adopted it.
- 1st cross Atlantic communication was made between Wellfleet, MA & England.
- Naval battles were reported wirelessly (Russo-Japanese war)
- US Weather Bureau experimented with using radio for communicating weather conditions
- 1st trans-Pacific service established between San Francisco & Hawaii.
- Speech was relayed from NYC -> San Francisco & from Virginia -> Eiffel Tower, Paris

1901

1903

1905

1906

1912

1915

When the US entered WWI (1917), the US Navy took control of all radio to prevent its use by enemy spies.

RADIO DURING WWI



RADIO AFTER THE WAR

- There was an explosion of radio broadcasting after the war
 - In 1922, the number of stations broadcasting went from 67 -> 500+ nationwide
- **Golden Age of Radio** (late 1920s-early 1950s)
 - Time in which radio drew millions of listeners nationally & provided people with both their entertainment and news.



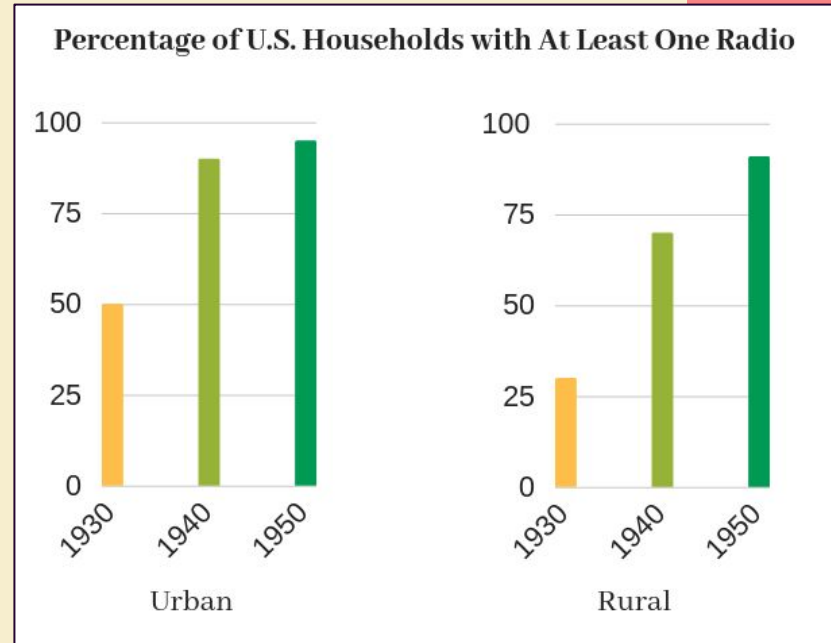
MY

9076

CTL 0:01.51:19

By the end of the 1930s, radio had become the single most potent force in mass communication.

- By the end of the 1920s, 30% of American homes owned a radio.
- By 1935, 67% of all American homes had a radio.
- Families listened to 5+ hrs/day of radio.
- By 1935, 78 million Americans were regular listeners & spent 7x more time listening to radio as they spent watching movies

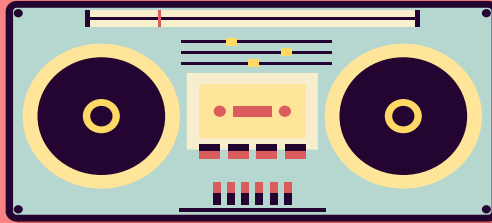


RADIO DURING THE GREAT DEPRESSION



- Radio sales remained strong in the 1930s thanks to installment buying.
 - In 1931, 75% of all radios were bought on installment basis.
- Radio was good entertainment for Americans who struggled to pay for rent or put food on the table.

THE RADIO AS NEWS



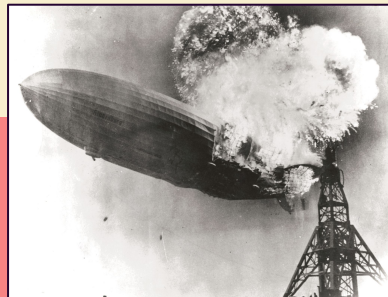


WANTED

INFORMATION AS TO THE
WHEREABOUTS OF



CHAS. A. LINDBERGH, JR.
OF HOPEWELL, N. J.
SON OF COL. CHAS. A. LINDBERGH
World-Famous Aviator



News bulletins and broadcasts became popular in the 1930s.

- + In 1932, the Lindbergh baby was kidnapped & the public tuned in for up-to-the-minute updates.
- + In 1933, on-the-scene interviews followed an assassination attempt on Pres. FDR.
- + In 1937 listeners were riveted by descriptions of the Hindenburg disaster.

RADIO AS A POLITICAL TOOL



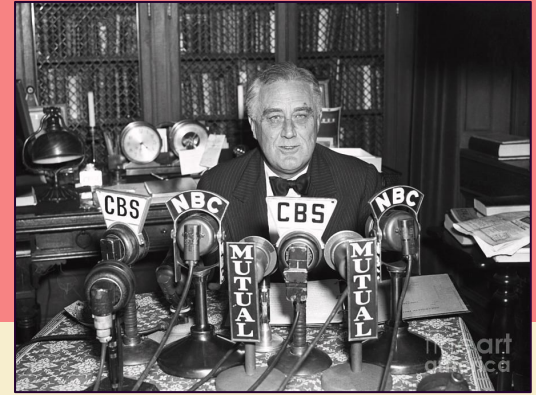
© Huey Long, The Kingfish.

By the end of the 1930s, radio had become the main carrier of news & info for Americans.

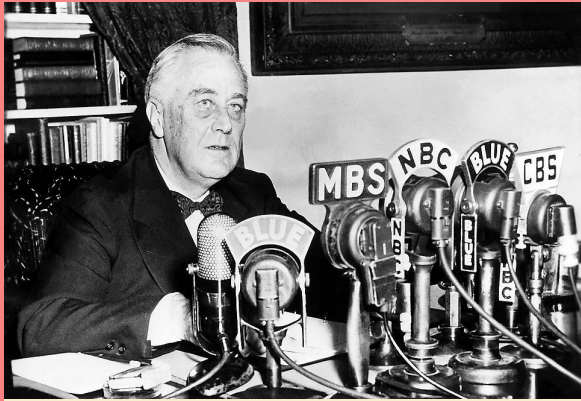


© Father Charles Coughlin delivers a radio speech in the 1930s. His popular national broadcasts embraced fascism in the runup to World War II.

Important political events like political conventions and election night returns were covered on the radio.



In the 1930s, FDR began using the radio to communicate with Americans.



FIRESIDE CHATS

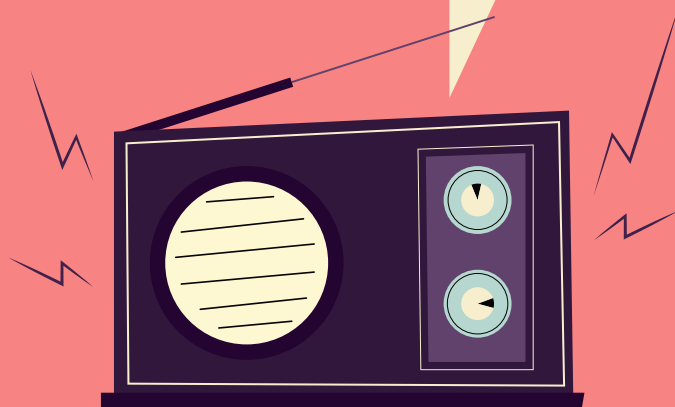
- ❖ FDR was the nation's first media savvy president.
- ❖ The chats were aimed at putting the public at ease about the ongoing financial crisis.
 -
 -
- ❖ Estimated that more than $\frac{1}{4}$ of the country tuned into the Fireside Chats.





- ❖ As WWII began overseas, radio news grew in importance. Radio delivered news faster than print news & brought listeners to the action.
- ❖ Radio networks stationed field reporters in key European cities for around-the-clock broadcasts & updates. It quickly became the norm to interrupt regularly scheduled programming with news bulletins.
- ❖ In Sept. 1938, radio news broadcasters made 102 broadcasts in 18 days. More radios were sold over those 3 weeks than ever before.

THE RADIO AS ENTERTAINMENT



THE RADIO AS ENTERTAINMENT

- ❖ Soap operas
- ❖ Serial dramas
- ❖ Quiz shows
- ❖ Live sports
- ❖ Dramas
- ❖ Thrillers
- ❖ Adventure shows
- ❖ Comedy shows
- ❖ Variety shows
- ❖ Music
- ❖ News
- ❖ Weather
- ❖ Stock prices
- ❖ Farm updates
- ❖ Home advice
- ❖ Bedtime stories for kids





STATION WJZ, NEWARK [NJ]

- 7 to 7:30 P.M.—“Jack Rabbit Stories,” by David Cory.
 8:30 P.M.—Closing prices on stocks, bonds, grain, coffee, and sugar.
 8:36 P.M.—“Economizing Space with the Proper Wardrobe and Closets for Men’s Clothes,” by Vanity Fair.
 8:40 P.M.—Concert by the Schubert Quartette.
 9:30 P.M.—“The Merchant of Venice,” a dramatic reading by Mona Morgan.
 9:55 P.M.—Arlington Time Signals: Official Weather Forecast.

STATION KDKA, PITTSBURGH

- 7 P.M.—Scientific American weekly programme. United States Public Health semi-weekly bulletin.
 8 P.M.—Bedtime Story for the Kiddies.
 8:30 P.M.—Hints on Modern and Practical Home Furnishing, prepared by Miss Harriet Webster. An address of interest to the farmer.
 9 P.M.—Italian Night. Mlle. Franke, soprano; Nazarino La Marca, tenor; Foch de Leo, pianist; Frank Rubbe, violin, Americo Roncale, violin; Alfredo Armocida, cello; Joseph di Giovanni, flute; August di Giovanni, mandolin; Paul Durbano, mandolin.
 This will be a programme of operatic arias and Neapolitan serenades, including popular Italian songs.

STATION WIP, PHILADELPHIA

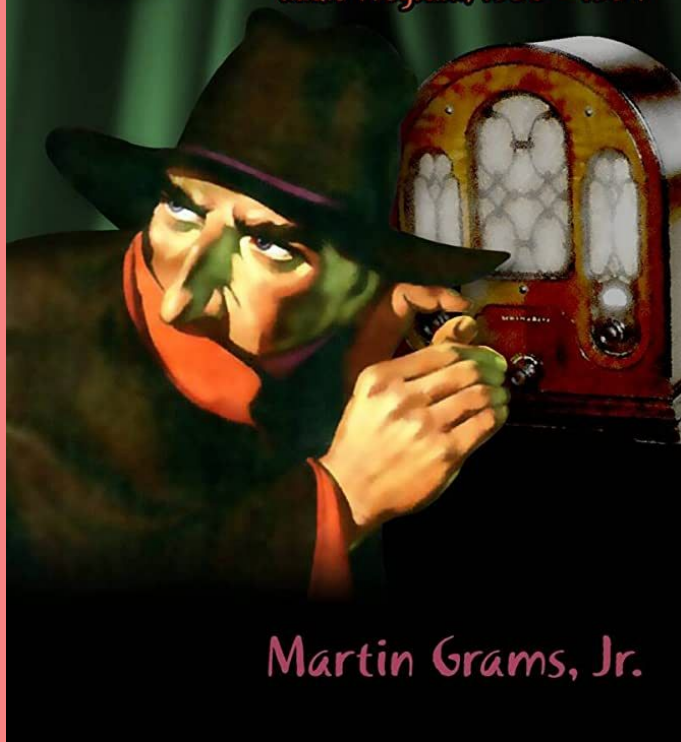
- 1 P.M.—Noon prices New York and Philadelphia Stock Exchanges.
 1:30 P.M.—Musical programme.
 2:30 P.M.—Recital by Charles A. Rittenhouse, baritone; Paul Meyer, violinist; Emil Folgmen, violoncellist. [Program follows.]
 7 P.M.—Weather report.
 7:10 P.M.—Uncle Wip’s bedtime stories and Roll Call.

STATION WDAR, PHILADELPHIA

- 10:30 A.M. to 12 M.—Latest music and popular songs.

THE Shadow

The History and Mystery of the Radio Program, 1930 – 1954



Martin Grams, Jr.

ABBOTT & COSTELLO



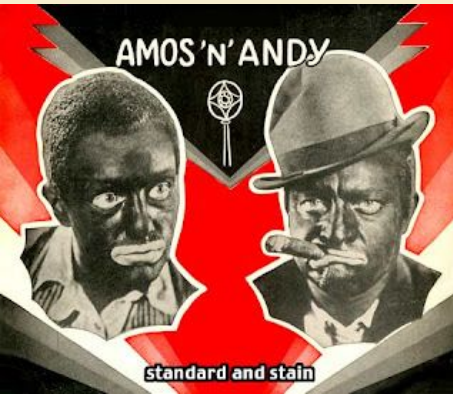
- ❖ One of the most popular comedy duos in radio or tv.
- ❖ They became famous for their most popular act, “Who’s on First?”



AMOS

&

ANDY



- ❖ One of the most popular & long running radio shows of all time (Moved to tv in 1951.)
- ❖ Set in Harlem, the show centered around George Stevens, a scheming character who was always looking for ways to make a quick buck. He was called the “Kingfish” and often dragged his friends into his schemes. Andy Brown, the most gullible and stupid of the bunch (often called “the big dummy” by Kingfish) was often part of his plan.
- ❖ Civil rights groups like the NAACP protested the series, arguing that it fostered racial stereotypes.



AMOS & ANDY LIVE...



AMOS & ANDY LIVE...





By 1940, more than 81% of American families owned radios (up from 65% in 1935.)

Most American relied on radio for news. The transformation of news radio as the most significant source of instant info was complete by the end of WWII.



F HD



WAR OF THE WORLDS

The Actual Broadcast by The Mercury Theatre on the Air as heard over the Columbia Broadcasting System, October 30, 1938.

The most thrilling drama ever broadcast from the famed HOWARD KOCH script!



FAKE RADIO 'WAR' STIRS TERROR

DAILY NEWS

FAKE RADIO 'WAR' STIRS TERROR

The New York Times.

NEW YORK, MONDAY, OCTOBER 31, 1938.

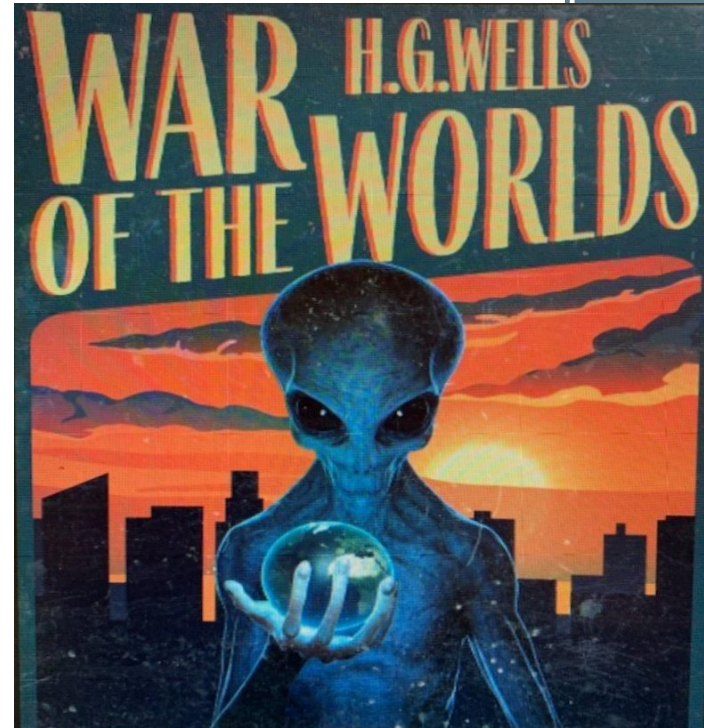
Radio Listeners in Panic,

OUSTED JEWS FIND REFUGE IN HOLLAND

On the night before Halloween in 1938, "The Mercury Theater on the Air" radio program presented an adaptation of an H.G. Wells novel, *War of the Worlds*.

At the start of the broadcast, and several times throughout it, an announcer made it clear that the broadcast was fictional, but many people missed those announcements.

- Another popular show, "The Chase & Sanborn Hour," aired at the same time so many people tuned into that program & switched channels during commercial or musical breaks to listen to the "Mercury Theater" production.



Can you imagine tuning into the middle of a broadcast & hearing dialogue such as this?

PHILLIPS [RADIO ANNOUNCER]: *I see, do you still think it's a meteor, Professor?*

PIERSON [SCIENTIST REPORTING FROM A SITE WHERE AN OBJECT HAS LANDED]: *I don't know what to think. The metal casing is definitely extraterrestrial . . . not found on this earth. Friction with the earth's atmosphere usually tears holes in a meteorite. This thing is smooth and, as you can see, of cylindrical shape.*

PHILLIPS: *Just a minute! Something's happening! Ladies and gentlemen, this is terrific! This end of the thing is beginning to flake off! The top is beginning to rotate like a screw! The thing must be hollow!*

VOICES: *She's movin'! Look, the darn thing's unscrewing! Keep back, there! Keep back, I tell you! Maybe there's men in it trying to escape! It's red hot, they'll burn to a cinder! Keep back there. Keep those idiots back!*

(SUDDENLY THE CLANKING SOUND OF A HUGE PIECE OF FALLING METAL)

VOICES: *She's off! The top's loose! Look out there! Stand back!*

PHILLIPS: *Ladies and gentlemen, this is the most terrifying thing I have ever witnessed . . . Wait a minute! Someone's crawling out of the hollow top. Someone or . . . something. I can see peering out of that black hole two luminous disks . . . are they eyes? It might be a face. It might be . . .*

The New York Times.

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Entered as Second-Class Matter,
Postoffice, New York, N. Y.

NEW YORK, MONDAY, OCTOBER 31, 1938.

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MEAD STANDS PAT AS A NEW DEALER IN BID FOR SENATE

Democratic Candidate Opposes
Any Except Minor Changes in
Labor and Security Laws

UPHOLDS THEORY OF TVA

Wants Budget Balanced, but
Not if This Means 'Misery,'
He Tells The Times

*Text of Representative Mead's
reply is printed on Page 6.*

From a Staff Correspondent

BUFFALO, N. Y., Oct. 30.—Rep-
resentatives James M. Mead, Demo-
cratic candidate for the short-term
Senatorial seat in the election Nov.

Radio Listeners in Panic, Taking War Drama as Fact

Many Flee Homes to Escape 'Gas Raid From
Mars'—Phone Calls Swamp Police at
Broadcast of Wells Fantasy

A wave of mass hysteria seized thousands of radio listeners throughout the nation between 8:15 and 9:30 o'clock last night when a broadcast of a dramatization of H. G. Wells's fantasy, "The War of the Worlds," led thousands to believe that an interplanetary conflict had started with invading Martians spreading wide death and destruction in New Jersey and New York.

The broadcast, which disrupted households, interrupted religious services, created traffic jams and clogged communications systems, was made by Orson Welles, who as the radio character, "The Shadow," used to give "the creeps" to countless child listeners. This time at least a score of adults required medical treatment for shock and hysteria.

and radio stations here and in other cities of the United States and Canada seeking advice on protective measures against the raids.

The program was produced by Mr. Welles and the Mercury Theatre on the Air over station WABC and the Columbia Broadcasting System's coast-to-coast network, from 8 to 9 o'clock.

The radio play, as presented, was to simulate a regular radio program with a "break-in" for the material of the play. The radio listeners, apparently, missed or did not listen to the introduction, which was: "The Columbia Broadcasting System and its affiliated stations present Orson Welles and the Mercury Theatre on the Air in 'The War of the Worlds' by H. G. Wells."

They also failed to associate the

BOUSTED JEWS FIND REFUGE IN POLAND AFTER BORDER STAY

Exiles Go to Relatives' Homes
or to Camps Maintained by
Distribution Committee

REVEAL CRUELTY OF TRIP

Others Sent Back to Germany
Pending Parleys on Issue by
the Two Governments

Wireless to THE NEW YORK TIMES.

WARSAW, Poland, Oct. 30.—The evacuation from frontier areas of thousands of Polish Jews—8,000 according to official reports and 12,000 according to an estimate by the Jewish Relief Committee—deported from Germany began today after they had been massed at

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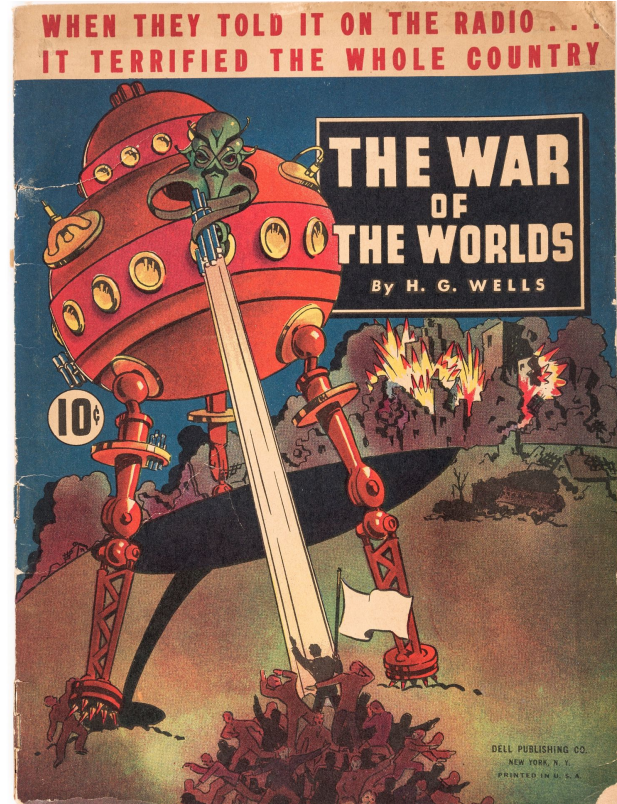
COL. I IS K

Brother
Chief
Mish

BURGO
Col. Bar

What would it take for you to believe the “news” of an alien invasion?

Would you believe it if you heard it or saw it reported in today’s mass media?





The War of the Worlds

"The Mercury Theatre on the Air"

October 30, 1938

Photo Courtesy The Associated Press

NEWSMUSEUM

Why did people believe the news of an alien invasion?

After the broadcast, social psychologists tried to identify why listeners would believe something so unlikely & improbable.

They concluded that what caused fear & panic were *the techniques* used in the presentation of the “news” rather than an understanding of the story.

Their study revealed the incredible power held by radio. Their report explained that in the months leading up to the broadcast,

...Important announcements of local, national and international significance have been repeatedly made. A few short weeks before this broadcast, millions of listeners had kept their radios tuned for the latest news from Europe apparently about to go to war. They had learned to expect that musical programs, dramas, broadcasts of all kinds would be cut off in a serious emergency to inform or warn an eager and anxious public. A large proportion of listeners, particularly those in the lower income and educational brackets, have grown to rely more on the radio than on the newspapers for their news.

1. Why did 1 million people believe this broadcast?
2. What techniques were used in this radio broadcast that made the “news” so convincing?



William Dock, a resident of Grovers Mill, NJ, carries a shotgun on Oct. 31, 1938, ready to ward off strange creatures from Mars. Residents of the area fled after fictitious news bulletins broadcast over the Mercury Theater of the Air.

Before *War of the Worlds*, “Mercury Theatre on the Air” was not that popular of a show and had no commercial sponsor.

Welles knew that the most popular show in the same time slot, NBC’s “Chase & Sanborn Hour,” finished up its first comedy skit after about 15 minutes. Many “channel surfers” would have been tuning into CBS just as reports from Grover’s Mill told of aliens coming out of the cylinder.

- Do you think Welles timed the show this way on purpose or was this just a coincidence?
- After the airing of *War of the Worlds*, the show landed Campbell’s Soup as a sponsor. Do you think the benefits of gaining a sponsor outweigh the paranoia some people felt as a result of hearing the show?



"I'm extremely surprised to learn that a story, which has become familiar to children through the medium of comic strips and many succeeding novels and adventure stories, should have had such an immediate and profound effect upon radio listeners." —Orson Welles, quote to reporters following the broadcast

This radio broadcast
inspired pop culture.
What music, TV
shows, books,
movies, etc.
remind you or seem
to be inspired by
War of the Worlds?

