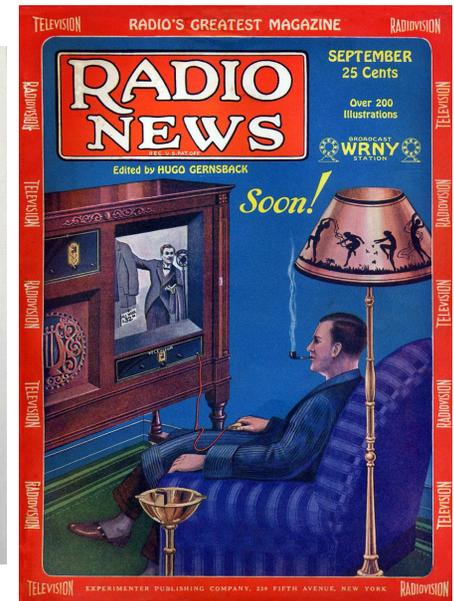


Radio & Advertising

By Emily Clark, Bethany Anderson,
Gabriela Jiminez, and Maria Castro

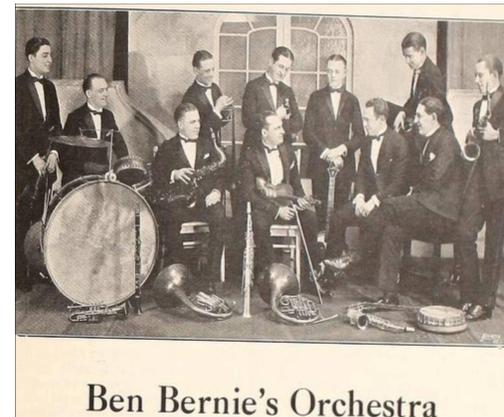
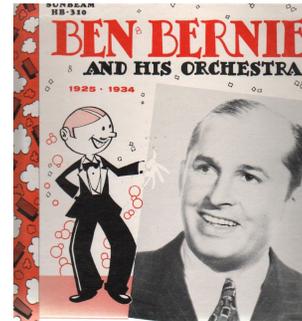
History of radios

- Radio broadcasting began on November 2, 1920 with the First broadcast of KDKA in Pittsburgh, PA.
- The first radios were sold for \$75 dollars, and their first sales were 11 million.
- The Federal Radio Commission created in 1927, until 1934, when it was replaced by the Federal Communications Commission. They regulate radio use “as the public interest, convenience, or necessity” requires.
- People would listen to the radio because they thought that it was relaxing but other people found it a waste of time.



Ben Bernie

- Radio personality
- “The Old Maestro”
- Bandleader



Ben Bernie's Orchestra



NBCing You
TONIGHT at 9
EASTERN TIME
W F B R

Hear **Ben Bernie**
"the old maestro" and
all the lads broadcast-
ing for the alma malta



BLUE
RIBBON
MALT
America's
Biggest Seller

Ben Bernie - Sweet Georgia Brown

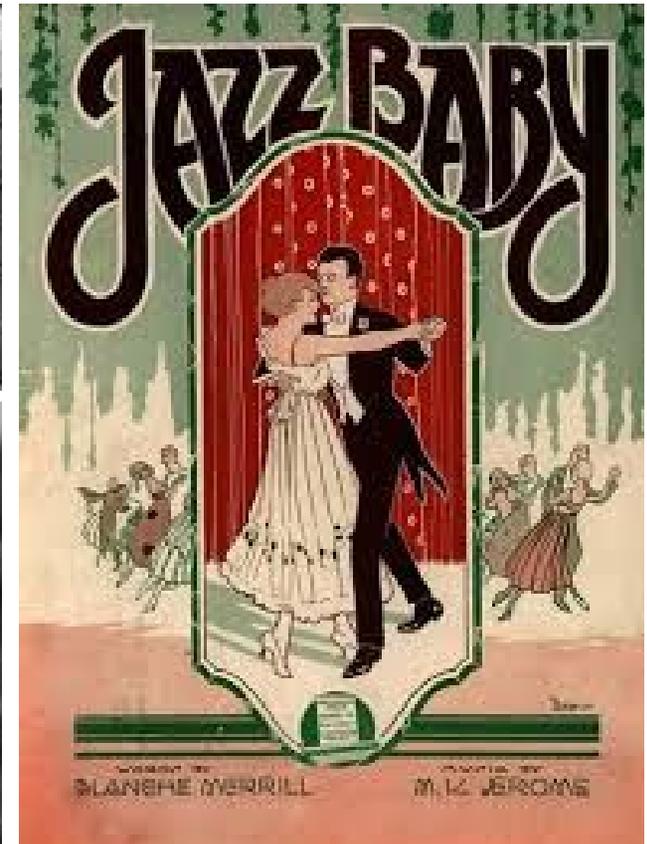
<https://www.youtube.com/watch?v=DAExrFCVVT0>

KDKA Pittsburgh 11/2/1920 - 1st commercial broadcast

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=9&cad=rja&uact=8&ved=0ahUKEwj3kluy93Q7A1U0ZMINL7IAAMUQtwIINzAI&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DdMujQke4mMo&usg=AFQjCNE4Pmlbh4LjtIkvvZDgEllxtvGw7A>

Influence on Society

- Public and Families
- Immigrants and Illiterates
- Entertainment
 - Music
 - Movies
 - Interests
- Politics
- Modern and Traditional Tension



Commercial Radio

- Advertising caused a controversy to traditional American values.
- Many thought that advertisements on the radio were an invasion of privacy. It sabotaged people's ability to keep the marketplace out of their home.
- In the US, commercial **radio** stations make most of their revenue selling "airtime" to advertisers. ... **Radio advertisements** or "spots" are available when a business or service provides valuable consideration, usually cash, in exchange for the station airing their spot or mentioning them on air.
- The first **radio** broadcasts aired in the early 1900s. However, it wasn't until 1919 that **radio** stations began to broadcast continuously, similar to the modern practice. In the United States, on November 2, 1920, KDKA Pittsburgh became the first **radio** station to receive a commercial license from the government.

Tonight!
On the Air at 7:30

A
SOCONYLAND SKETCH

ARTHUR ALLEN
in "David Harum's
Christmas Gift"



HERE comes a real treat! Arthur Allen, famous character actor, goes on the air tonight in the best Soconyland Sketch you ever heard, "David Harum's Christmas Gift."

You haven't seen this. You'll say that "David Harum's Christmas Gift" is just about the best radio drama you ever heard—a real, Christmas sketch, like Dickens' "Christmas Carol."

Thousands of people who have heard Arthur Allen in his previous sketches say he is one of the finest, business personalities they have ever met over the radio. Not for anything would they miss hearing Arthur Allen in any one of the typical draw-Eastern parts which he loves to play.

And now, tonight, from the studios of KDKA, you have another opportunity to hear Mr. Allen in the best part he has ever created—David Harum, the quiet country lawyer who had a heart full of sympathy and a heart full of kindness.

A Standard Oil Co. of N.Y. radio sketch, just as the air from these stations: WEAF, WEEB, WJZ, WJLA, WTAP, WOH, WUY, WVA.

Arthur Allen, at the age of 49, is the most popular actor of the English stage. A member of the New York State Bar, he has won many prizes for his work in the theatre. He is now in the government service.

What Socony Fans Say about Arthur Allen

"Arthur Allen in 'David Harum's New Trade' was fine. With his voice and peculiar manner Mr. Allen is a perfect copy of David Harum." — J. J., New Bedford, Mass.

"Arthur Allen, who played the part of Black in 'The House of the Seven Gables,' was a real gem!" — Mrs. E. B., Pittsfield, Mass.

"The character of Black in 'Moby Dick' was very, very good—but most exciting music he paid if the Arthur Allen had a part in it. He is a real gem!" — Mrs. J. J., Lynn, N. Y.

Standard Oil Company of New York
Makers of Socony Special Gasoline and Motor Oil

Chevrolet Motor Division
General Motors Sales Corporation

CBS PRESENTS



On the Air

Boosting Business

- Between 1923-1930, 60% of American families bought radios.
- Manufacturers were the only who gained income from the demand of radios.
- At first radios were not a profit source
 - Late 1920s
- Advertising became much more affordable
 - Radio, magazine, newspaper
 - Allowing further awareness of products
- Radios allowed music such as Jazz to be widespread
- The advance of radio technology introduced
 - Talking Movies
 - Television (2 centuries later)
- Animated short films were introduced allowing further profit to companies still in existence
 - Mickey Mouse
 - Felix the Cat



5 Main Points

1. The first KDKA commercial broadcast was on November 2, 1920.
2. Radio became a major source of entertainment.
3. Radio stations made most of their revenue selling “airtime” to advertisers.
4. The radio boosted business for music, movies, and other products.
5. The Federal Radio Commission was created to regulate the radio use.

Quiz

Why did they have the first broadcast during the election?

Who was the famous radio personality?

What kind of music became widespread?

True/False: From 1920-1930, not many families bought radios.

In what year was the Federal Radio Commission created?

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