



University of
South Australia

Week 1.1 – Broadcast history and principles

COMM 1087 – Introduction
to Broadcast

Broadcast news

- Broadcast news is all about telling a story using sound and pictures
- Good story telling and good writing
- Technical skills to make those stories multimedia
- Radio and TV have dramatically changed in recent years
- Fundamentals of audio and visual story telling remain the same

Radio in Australia

- Wireless radio was introduced in Australia in 1905, only 10 years after its invention by Marconi
- 1906 – the first 2-way transmission between Victoria and Tasmania
- 1923 – 2BL broadcast a concert
- 1930s – the beginning of public and commercial radio
- 1934 – first event radio with the broadcast of the Ashes cricket
- 1970s - Community radio



Family in their living room listening to a radio broadcast, New South Wales, 1930s.

(Source: <https://www.nma.gov.au/defining-moments/resources/start-of-the-abc>)



TV begins

- 1956 – Television arrives
- TCN 9 had the first broadcast on 16 September 1956
- TV became an increasingly important source of news for people
- Importance underscored by the live broadcast of the Moon landing in 1969

News values

- Impact
- Conflict
- Timeliness
- Proximity
- Prominence
- Currency
- Human interest
 - Novelty

The essential news questions

W5H

- Who
- What
- When
- Where
- Why
- How

What does broadcast news cover?

- Everything – all news
- Needs to be adapted for the medium
- Radio listeners can only hear the script and sounds
- Paint a word picture
- Radio stories include:
 - Voice over
 - Grabs (interview segments)
 - Actuality (recorded sound)
- TV - many of the same ingredients, but you also have to write to your pictures.



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