

Telecom

- AT&T need for capital & ownership of regional companies in exchange for capital infusions
- State regulation
 - Applicability of previous regulatory models to telephone?
 - Acceptance/push to local and toll monopoly
 - Vail
 - Emergence of commonality among state regulations
- Fading and re-dominance of AT&T vis-a-vis the independents
- Decline of WU and telegraphy
- Vail/AT&T focus on the “system”:
 - control vs profit
 - technology, interstate LD as unifying elements
- Meaningful antitrust?
- Patents, control, system, WEAF, Movietone
- WWI impact
 - Patents, standardization

Wireless

- Invention, novelty, awe vs business viability
- Marconi maritime business, telegraphy, telephony
- Why the shift to continuous wave? Telephony? Power? Spectrum?
- Crystal detector, receiver circuits, vacuum tube
- Government vs private sector ownership
- Recognition of spectrum as resource – first interference, then scarcity
- International interdependence because of spectrum, conferences, etc
- When did the quality of reception get to a useable level? Why?

Broadcasting

- Wireless initially seen as point-to-point telegraph/telephone
- Early broadcasts were technical experiments, not attempts to broadcast to a listening audience.

- Amateurs, improving technology, wide availability, limited enforceability of patents, ...
- 1920: broadcast “materialized”
- 1921: broadcasting “crystallized”
- 1922: broadcasting “took off”
- Conrad, Horne, Davis, KDKA
- Westinghouse, RCA, AT&T, other construction of stations
- Brand name sales, advertising if radios?
- AT&T broadcasting strategy
 - Patents, WEA, other stations, plans
 - Feeds, networks
- Sarnoff finds his way
- NBC, CBS
- Consumer electronics manufacturing, patents
- Evolution & economics of programming
 - Vaudeville, phonograph, movies
 - Purpose, acceptability
 - Economics, timing
- Revenue models
 - None, radio set sales
 - Sponsorship, advertising
 - Government ownership model (1919,1920)
- Regulation & legislation
 - Radio conferences, Hoover
 - 1927, 1934
- NBC/CBS vs AT&T
 - Predecessor to TV development
- Spectrum
 - Broadcasting vs telecom
 - Power, frequencies, time of day, interference
- Public/press recognition
- 1920-1922 boom

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