



# What is Radio?

Exploring the Past, Present & Future



Join the Conversation!  
#Whatisradio



A Conference to Explore  
the Past, Present and Future of Radio  
April 25-27, 2013

University of Oregon Turnbull Center Portland, Oregon



UNIVERSITY OF OREGON  
SCHOOL OF JOURNALISM  
AND COMMUNICATION

## Acknowledgements

### Conference Organizers:

Peter Laufer, Michael Huntsberger, Janet Wasko

### Conference Coordinator:

Bryce Peake

### Special Assistance:

Jack Hart, Interim Director, Turnbull Center

### Radio Display Coordinator:

Charlie Deitz

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Claim 52 ("Brew of O" beer) and Polity Press



THURSDAY, APRIL 25, 5:30pm

## 2013 JOHNSTON LECTURE

"Voice, Sound and Story: The Role of the Radio Storyteller"



### Charles Jaco

Reporter for Fox 2 News and a talk  
program host for KMOX in St. Louis

Charles Jaco has had a robust career with NBC, CNN, CBS and Fox, where he's covered wars, riots, and countless earthquakes, floods, and hurricanes. He has also covered political news from Congress, the White House, and the Pentagon. He has won two Edward R. Murrow awards, six National Headliner awards, and many other national and international journalism awards; two programs on which he worked have received the prestigious George Foster Peabody Award. He has written for Rolling Stone, the Chicago Tribune, the Boston Globe, Esquire, the Los Angeles Times, and the Miami Herald. Jaco is the author of four books—two history and political analysis (Guide to the Gulf War and Guide to the Politics of Oil) and two novels (Dead Air and Live Shot). He currently is a reporter for Fox 2 News and a talk program host for KMOX in St. Louis. He's a graduate of the University of Chicago, and holds a Master's degree from Columbia University. The National Association of Broadcasters voted Jaco "One of America's top five large market radio personalities." The Achievement in Radio awards has named Jaco St. Louis's Best Talk Host two years in a row. Talkers magazine lists Jaco as "One of America's 100 Most Influential Talk Hosts."

### What is Radio? Jingles

Producer: Dr. Chet Udell

Composer/Engineer: Gabriel Montufar

Vocals: On the Rocks Boys, Connor

Eagleton & Connor Eggerman

(Thanks to Brad Foley, Dean, School  
of Music and Dance, for connecting us  
with the jingle production team.)



# Conference Program

FRIDAY, APRIL 26

9-9:15am

## WELCOME

Tim Gleason, Dean, School of Journalism and Communication, University of Oregon  
Jack Hart, Interim Director, Turnbull Center, University of Oregon, Portland  
Congressman Greg Walden, U.S. Representative, 2nd District, Oregon

Room 142/144

9:15-10:15am

## OPENING PLENARY:

### Radio's Past

*Moderator: Janet Wasko, University of Oregon (USA)*

“Live on Air’: The Ontology of Voice”

Paddy Scannell, University of Michigan (USA)

10:30-11:45am

## Panel #1:

### Radio in India: The Meteoric Medium

*Moderator: Harsha Gangadharbatla, University of Oregon (USA)*

“From Good to Goods: Broadcasting Policy in Modern India”

Biswarup Sen, University of Oregon (USA)

“Community and Transnational Media Trajectories: Radio in India and South Asia”

Priya Kapoor, Portland State University (USA)

“What is the Significance of Radio in a Global Context? A Study of Restrictions on News in the Indian Radio”

Sachin A. Tantry, Jain University (India) and Vasundara Priya Mahadev, Bangalore University (India)

Pape Forum (Level 3R)

## Panel #2:

### Economic & Regulatory Issues: Don't Tell Me What to Do -- I Just Want to Make Money

*Moderator: Jacob Dittmer, University of Oregon (USA)*

“The Impact of Ownership Consolidation on Portland Radio News/Public Affairs”

Rebecca Webb, Journalist & Broadcaster (USA)

“The 1996 Telecommunications Act, § 202(h) and Media Ownership Rulemaking: 1996-2010”

Christopher Terry, University of Wisconsin, Milwaukee (USA)

“Ducks on the Radio: A Political Economic Analysis of the Oregon Sports Network”

Geoff Ostrove, University of Oregon (USA)

“Advertising Aesthetics: Historicizing Radio Branding as an Economic Model for Emerging Audience Markets”

Aidan Moir, York University (Canada)

Room 142/144

11:45am-1pm

## LUNCH

(See suggestions included in conference material.)

1-2:15pm

## Panel #3:

### Live and Local: Talking with the Community

*Moderator: Al Stavitsky, University of Nevada, Reno (USA)*

Room 142/144

“The Renewal of Radio's Promise: ‘From Shore to Shore’ – One Town's Struggle to Save its Voice in Atlantic Canada”

Peter Downie, Concordia University (Canada)

“Dollars or Democracy? How Deregulation has Re-Tuned Radio's Community Role”

William “Kelly” Kaufhold & Adeniyi Bello, Texas Tech University (USA)

“Public Radio as Powerful Community-based Media”

Sonia De La Cruz, University of Oregon (USA)

“Land-based ‘Pirate’ Radio & Broadcast Enforcement” Policies

Lawrie Hallett, University of Westminster (UK)

## Panel #4:

### Making Waves Behind Bars

*Moderator/Participant: Steven Shankman, University of Oregon (USA)*

Special Guest: Phil Maguire, Prison Radio Association (UK)

(Supported by the Robert Bosch Foundation Alumni Association)

“Introducing the Concertina Radio Wire”

Lauren Zavrel, Director & Founder, and Carrie Zumbrum, Producer & Host

Pape Forum (Level 3R)

2:30-3:45pm

## Panel #5:

### Past is Prologue: Radio's Future Finds Lessons in its Past

*Moderator: Peter B. Collins, Independent Broadcaster (USA)*

Room 142/144

“[#DJtexting] Rise of the Radiotext Jockey”

Matthew Lasar, University of California, Santa Cruz (USA)

“Transmitting the Culture of a Community: Radio Station KOAC and Rural Development in Oregon, 1923-1958”

Thea S. Chroman, University of Oregon (USA)

“OTR as New Media? Digital Logics and Cultural Contradictions of Old-Time Radio”

Shawn VanCour, University of South Carolina (USA)

## Panel #6:

### Radio for Education: This Won't Hurt a Bit

*Moderator: Ed Madison, University of Oregon (USA)*

Pape Forum (Level 3R)

“Radio for Education”

John Vergheese, English and Foreign Languages University (India)

“How Do a 21st century Radio/Web News Operation and a 21st Century Journalism School Collaborate?”

Dan Grech, WLRN/Miami Herald News (USA) and Raul Reis, Florida International University (USA)

“Radio Pedagogy in a Post-Radio Era”

Jeff Jacoby, San Francisco State University (USA)

4:00-5:15pm

**Panel #7:****College Radio: Who Says the Medium Skews Old?***Moderator: Charlotte Nisser Legg, General Manager, KWVA; University of Oregon (USA)*

“Campus/Community Radio in Canada: Linking Listener to Broadcaster with Web 2.0 Technologies”  
Barry Rooke, University of Guelph (Canada)

“The Future of Canadian Campus Radio”  
Brian Fauteux, University of Wisconsin, Madison (USA)

“College/Community Radio in the US: Losing an Important Cultural Resource?”  
Dorothy Kidd, University of San Francisco (USA)

“Future Sounds: Cultivating Technology/Tastes at a College Radio Station”  
Sachi Kobayashi, KXSC Los Angeles Radio (USA)

**Panel #8:****Radio/Music: Where’s Payola When You Need It?***Moderator: Bryce Peake, University of Oregon (USA)*

“Rap and the Racist Radio: An Exploration of Anti-Social and Pro-Social Rap Themes Found in Traditional and New Media Outlets”  
Avriel Epps, University of California, Los Angeles (USA)

“‘I Can’t Live Without My Radio’: Political Economics of Rap Radio and the Death of the DJ Mixshow”  
Andre Sirois, University of Oregon (USA)

“New York City’s Classical 105.9 WQXR-FM: The Asymmetrical Complementariness of its On-air and Online Worlds”  
Neil Washbourne, Leeds Metropolitan University (UK)

“The Battle for Exclusives: Can Live Music Save Rock” Radio?  
Aaron Furgason, Monmouth University (USA)

5:30-6:45pm

**PLENARY CONVERSATION:****Static, Feedback and What Is Radio?***Moderator: Peter Laufer, University of Oregon (USA)*

Daniel Gilfillan, Arizona State University (USA)  
Charles Jaco, Author & Journalist, KTVI- St. Louis (USA)

**Room 142/144****Pape Forum (Level 3R)****Room 142/144**

SATURDAY, APRIL 27

9-10:15am

**PLENARY PANEL:****New Radio Histories***Moderator: Donna Davis, University of Oregon (USA)*

“Broadcasting Race: African American Writers and Performers in US Radio’s Golden Age”  
Jennifer Stoeber Ackerman, Binghamton University (USA)

“Listening in/to Radio History: Lessons for the Digital Age”  
Kate Lacey, University of Sussex (UK)

**Room 142/144**

10:30-11:45am

**Panel #9:****Radio & News Voices: More After These Messages...***Moderator: Brant Burkey, University of Oregon (USA)*

“What’s New?: Producing Radio News Content from Socially Networked Media”  
Annita Becirevic, University of Sydney (Australia)

“Reaching for the NPR Star”  
Michael V. Marcotte, University of Nevada, Reno (USA)

“Who is Talking and What Does She Say? ‘Canned’ Radio Today”  
Ivy Glennon, University of Illinois, Champaign (USA)

**Room 150****Panel #10:****Radio Histories: “Oh, the Humanity!”***Moderator: Tom Bivins, University of Oregon (USA)*

“From Wireless Experiments to Podcasts: The Secret History and Changing Role of College Radio at Haverford College 1923-2010”  
Jennifer C. Waits, Independent Researcher and Writer (USA)

“Technology-Driven Radio: Historical and Contemporary Visions of Radio 1920-2012”  
Anne F. MacLennan, York University (Canada)

“Broadcasting and the Commodification of the News in the Anglo-American World, 1920-1945”  
Michael Stamm, Michigan State University (USA)

**Room 142/144****Panel #11:****The Report of My Death Was An Exaggeration (and Mark Twain Never Even Worked in Radio)**

Mark Mason, KEX, Portland (USA) and Stan Bunger, The KCBS Morning Newswatch, San Francisco (USA)

**Pape Forum (Level 3R)**

11:45am-1pm

**LUNCH**

(See suggestions included in conference material.)

1:00-2:15pm

**Panel #12:****Room 142/144****Public Radio: An Audio Lifeline***Moderator: Michael Huntsberger, Linfield College (USA)*

“Migration to Digital Radio Broadcasting in Europe: Just a Mirage or Another Concorde?”

Marko Ala-Fossi, University of Tampere (Finland), Per Jauert, Aarhus University (Denmark) and Stephen Lax, University of Leeds (UK)

“Public Radio Cross-Platform”

Stanislaw Jedrzejewski, Kozminski University (Poland)

“Public Radio and Public Access: Applying HD Radio Technology to a New Form of Broadcast Localism”

Craig A. Stark, Susquehanna University (USA)

“What is the Future of Public Radio in South Africa?”

Pippa Green, University of Pretoria (South Africa)

**Panel #13:****Room 150****Radio’s Demographic Reach: Snagging the 18-24 Year Olds***Moderator: Lauren Bratslavsky, University of Oregon (USA)*

“The New Generation of Talk Radio”

John Scott, Academy of Art University, San Francisco (USA)

“On-Air or On-Line? A Study of the Music Listening Habits of College Students, and the Role of Student Radio in Those Habits”

Len O’Kelly, Grand Valley State University (USA)

“Online Radio Use as Part of a Larger Technological Repertoire: A Study of Undergraduate Students’ Media Selectivity”

Toby Hopp, University of Oregon (USA)

**Panel #14:****Pape Forum (Level 3R)****New Forms of Radio***Moderator: Julianne Newton, University of Oregon (USA)*

“The Migration of Talk from Broadcast to Podcast”

Peter B. Collins, Independent Broadcaster (USA)

“Cast the Net Wide: Podcasting as Audio Loss Leader”

Deborah Tudor, Southern Illinois University, Carbondale (USA)

“Radio in Digital Domestic Spaces”

Jo Tacchi, RMIT University (Australia)

“Internetworking: Emergent Radio Practices in a Digital Age”

Jher, University of Oregon (USA)

2:30-3:45pm

**Panel #15:****Room 150****Spanish-Language/Latino Radio: ¡Escúchame!***Moderator: Chris Chavez, University of Oregon (USA)*

“Latin America’s Radio Development and Liberation Theology”

Gabriela Martinez, University of Oregon (USA)

“Sound Migrations: Chicana/o Radio Production in the Pacific Northwest, 1974-1984”

Monica De La Torre, University of Washington (USA)

“The News-Information Production and Narrative Model of the Spanish Radio Networks Online and On-air”

Avelino Amoedo, Elsa Moreno, and María del Pilar Martínez-Costa, University of Navarra (Spain)

**Panel #16:****Pape Forum (Level 3R)****Web Radio: Say Goodbye to the Dial***Moderator: Ben Birkinbine, University of Oregon (USA)*

“Internet Radio: Theory into Practice”

John Barber, and his students, Dan Ashbridge, Jenel Cohen, Adam Denny, Dustin King, Aaron Phillips, Randall Theil, and Nick Walker

Creative Media &amp; Digital Culture Program, Washington State University Vancouver (USA)

**Panel #17:****Room 142/144****Streams and Flows: Radio Options***Moderator: Eileen Meehan, Southern Illinois University (USA)*

“Take Out the Papers and the Trash: Teaching the History and Aesthetics of Trash Radio”

Phil Oppenheim, Georgia State University, Turner Broadcasting (USA)

“Countercurrent to the Stream”

Alyxandra Vesey, University of Wisconsin, Madison (USA)

“Italy’s Alternative Radio System: A Comparative Analysis”

Gerry Sussman, Portland State University (USA)

4-5:15pm

**Panel #18:****Pape Forum (Level 3R)****Broadcasting Across Borders: Walls Can’t Stop Signals***Moderator: Leslie Steeves, University of Oregon (USA)*

“Women’s Community Radio in Africa: Broadcasting the Voiceless and Bridging the Digital Divide”

Fatoumata Sow, University of Oregon (USA)

“Talk Back Radio featuring Personal Issues in China”

Wei Lei, University of Technology, Sydney (Australia)

“Building Darfuri Refugee Radio”

George Papagiannis, UNESCO (USA)

“The Role and Potential of Corporate Radio”

Ricardo Fadul, Uni-Facef and Netradio Brasil (Brazil)

[Translation assistance by Roberta Torunsky, University of Oregon (USA)]

**Panel #19:**

Room 150

**The Futures of Radio: The Medium that Never Dies***Moderator: Michael Huntsberger, Linfield College (USA)*

“Radio’s Digital Dilemma”

John Anderson, Brooklyn College (USA)

“Radio 2030”

August E. Grant, University of South Carolina (USA) and Jeffrey S. Wilkinson, Houston Baptist University (USA)

“Forward into the Past! or Why This IS the Future, Nor are We Out of It!”

Judith Walcutt, CEO, Otherworld Media (USA) and David Ossman, founding member, The Firesign Theatre (USA)

**Panel #20:**

Room 142/144

**Roundtable Discussion: What is the Difference Between Radio and Audio?***Moderator: Joe Sampson, Washington State University (USA)*

Kate Lacey, University of Sussex (UK)

Bryce Peake, University of Oregon (USA)

John Scott, Academy of Art University, San Francisco (USA)

Neil Washbourne, Leeds Metropolitan University (UK)

5:30-6:45pm

**CLOSING PLENARY:**

Room 142/144

**Radio’s Future***Moderator: Janet Wasko, University of Oregon (USA)*

“Radio’s Nonhuman Penumbra”

John Durham Peters, University of Iowa (USA)

6:45-8:00pm

**CLOSING RECEPTION**

Atrium

(including door prizes!)

## Plenary Speakers

**Kate Lacey**, University of Sussex (UK) “*Listening in/to Radio History: Lessons for the Digital Age*”

It is remarkable how rarely the auditory roots of the term “audience” are acknowledged in studies of the media, but this paper will argue that understanding audiences as “listening publics” opens up new ways of thinking about the politics, ethics and experience of radio, both past and present. The title of this presentation signals the three interconnected ways in which I want to talk about addressing the audience: listening in radio history (as audience activity and experience), listening to radio history (the virtues of a historical approach to contemporary questions of the audience), what happens when you put listening back into media histories (new questions, new perspectives, new challenges). This is not a presentation about particular audiences listening in to particular programmes, but an argument for the introduction of “listening” as an analytical category to think through the changes and challenges facing contemporary radio.

**John Durham Peters**, University of Iowa (USA) “*Radio’s Nonhuman Penumbra*”

This presentation will explore the penumbra of radio, its use beyond straightforward interhuman communication, in exploring earth, sea, and sky. The radio and related technologies have been used throughout the 20th century in various projects of deep listening, such as seismic listening in geology, marine bioacoustics, and radio astronomy. In addition to the sciences, radio has been used to eavesdrop on paranormal realms, such as electronic voice phenomena, aliens, and as a medium for avant-garde art and music. In this talk, I want to explore how the extremities of radio practice illuminate the core.

**Paddy Scannell**, University of Michigan (USA) “*‘Life on Air’: The Ontology of Voice*”

What is it that we hear on radio whenever we turn it on? Pretty overwhelmingly, we hear human voices as they speak or sing. What is hearing? What is voice? I will argue that neither can be properly thought or understood as psychological or sociological phenomena because both are, in the first place, existential phenomena. Existential phenomena are indicative of existence, more exactly, of life. What is heard in voice is life. Voice is the essence of radio. What we hear on radio is “life on air” (the title of David Hendy’s brilliant study of the British BBC channel, Radio 4) and, the theme of my presentation.

**Jennifer Stoever Ackerman**, Binghamton University (USA) “*Broadcasting Race: African American Writers and Performers in US Radio’s Golden Age*”

This talk explores U.S. radio during World War II and its immediate aftermath, when listening practices were enlisted to unify the United States in the effort to “end fascism and racism abroad,” even as racial divisions widened on the home front. I consider the impact of radio in the production of raced and gendered urban spaces as well as the mutually constitutive relationship between radio and the emerging discourse of colorblindness. I begin with the critical shift in W.E.B. Du Bois’s social theory in his 1940 autobiography *Dusk of Dawn*, emphasizing his movement away from the linear and visual metaphor of the color-line to a figuration of race as a plate-glass vacuum chamber, an aural metaphor influenced, I argue, by his work as a behind-the-scenes consultant for CBS radio’s *Americans All, Immigrants All*. I examine Du Bois’s representation of race as an invisible but horribly tangible plate-glass barrier blocking access to the American Dream as a sonic color-line, considering the isolation experienced by African American writers and radio performers during this period, Ann Petry and Lena Horne. Thinking these artists together illustrates that if color-lines are heard—not just seen—the listening ear continues to operate in covert and extralegal ways, even when a society enacts laws turning a “blind eye” to perceived racial difference.