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Journal Entry 8 – Chapter 3

Chapter three in our textbook talked about the television. More specifically, it discussed how the television and the television business have changed over the years. Going from analog to digital TVs. Then from digital to 4K and 8K ultra high-definition TVs. After reading the required material for chapter three, we were asked to reflect on the idea, “How do you evaluate the Public Broadcasting Act of 1967 and its effects?”

First, we were asked to discuss the theories and principles around the Public Broadcasting Act of 1967. According to our textbook, “the Public Broadcasting Act of 1967 was passed by Congress. The Act provided for the establishment of a non-profit organization to acquire, distribute, and promote educational programming for both radio and television,” (Medoff and Kaye, p. 68). Essentially, this act allowed for the creation of “free television” programs to the mass public. For example, organizations like the National Public Radio (NPR) and the Public Broadcasting Network (PBS) are both organizations that were created under the Public Broadcasting Act of 1967. Networks like PBS and NPR are unlike other major networks. They aren’t funded by selling advertising space. Instead, they are funded by other things like a variety of national, regional, and local sources.

Secondly, we were asked to discuss the effects of this act. The Public Broadcasting Act of 1967. The biggest effect this act had on the public was expanding the availability of public broadcasting programming throughout the United States. Prior to the act, public broadcasting

was limited to a small number of stations in major cities. With the establishment of the CPB and the allocation of federal funding, public broadcasting stations were able to expand their reach into rural areas and smaller communities. The act also mandated that public broadcasting stations should provide programming that serves the educational and cultural needs of all Americans. Overall, the act provided a lot of benefits to the American people.

Have a great week!

Works Cited

Medoff, Norman J., and Barbara K. Kaye. "The Beginnings of Media Regulation and Free Speech." *Now Media: The Evolution of Electronic Communication*, Routledge, Taylor & Francis Group, New York, 2021, pp. 8–10.