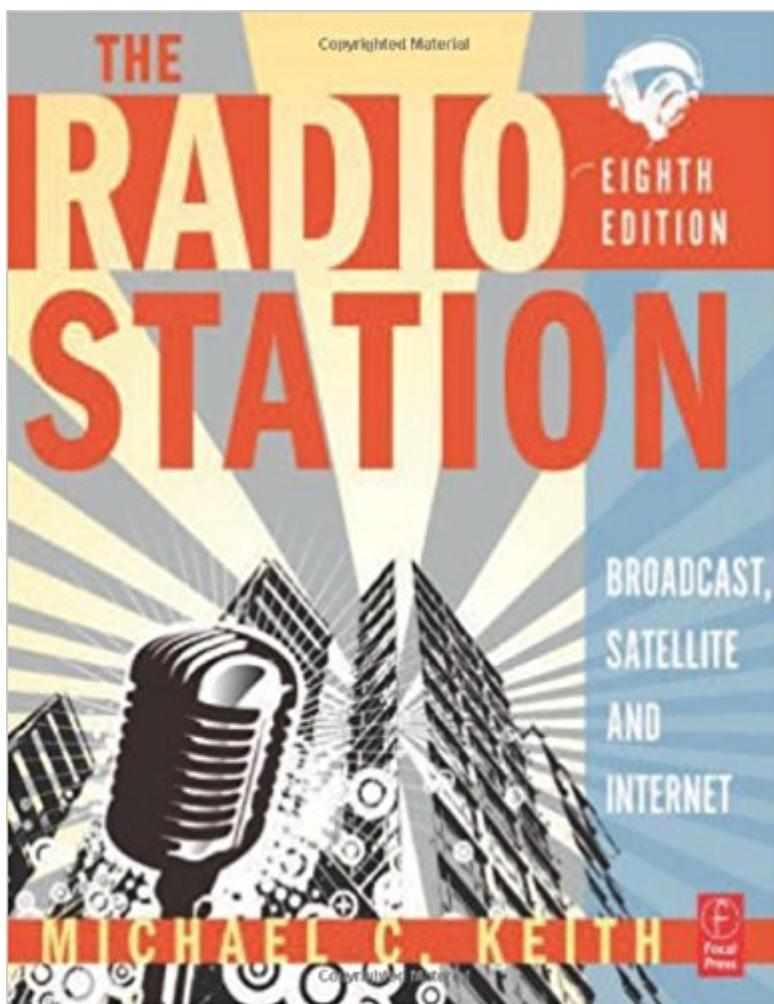


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The Radio Station: Broadcast, Satellite And Internet



Synopsis

The Radio Station is considered the standard work on radio media. It remains a concise and candid guide to the internal workings of radio stations and the radio industry in all of its various forms. Not only will you begin understand how each job at a radio station is best performed, you will learn how it meshes with those of the rest of the radio station staff. If you are uncertain of your career goals, this book provides a solid foundation in who does what, when, and why. The Radio Station details all departments within a radio station--be it a terrestrial, satellite, or Internet operation--from the inside-out, covering technology to operations, and sales to syndication. It also offers an overview of how government regulations affect radio stations today and how radio stations have adapted to new communications technologies. Drawing on the insights and observations of those who make their daily living by working in the industry, this edition continues its tradition of presenting the real-world perspective of where radio comes from, and where it is heading. The Eighth Edition of this classic text includes expanded sections on digital, satellite, and Internet radio; integration of new technologies; new and evolving formats; the uses and applications of podcasts and blogs; mobile multimedia devices; programming for the new radio formats; new contributions by key industry executives; digital studios; station clustering and consolidation; industry economics and statistics; and updated rules and regulations. The new companion website features the interviews and essays with industry professionals, an image bank, additional suggested reading, and a listing of helpful links to industry websites. This edition is loaded with new illustrations, feature boxes and quotes from industry pros, bringing it all together for the reader. Please visit the companion website (<http://www.taylorandfrancis.com/cw/keith-9780240811864/>) and click on the Resources tab at the top for helpful links and extra content.

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Customer Reviews

"As for myself, and I believe the vast majority of my peers, this text is considered 'the' text about radio station operations and the radio industry. Michael's reputation as a scholar and author in this area is absolutely number one and the quality of each edition has only improved the status of the text...If you want a text that provides a solid grounding in the operation of a radio station and the radio industry in general, this is the text to use." --David Reese, author of *The Audio Announcing Worktext*

Foreword by Lee Abrams! The Radio Station is considered the standard work on radio media. It remains a concise and candid guide to the internal workings of radio stations and the radio industry in all of its various forms. A comprehensive blueprint, this book details the functions performed successfully within every well-known station. Not only will readers understand how each job is best performed, they will know how it meshes with those of the rest of the radio station staff. For readers uncertain of career goals, this book provides a solid foundation in who does what, when, and why. In a fresh and engaging style, *The Radio Station, Eight Edition*, details all departments within a radio station-be it a terrestrial, satellite, or Internet operation-from the inside-out, covering technology to operations, and sales to syndication. It also offers an overview of how government regulations affect radio stations today and how radio stations have adapted to new communications technologies. Drawing on the insights and observations of those who make their daily living by working in the industry, this edition continues its tradition of presenting the real-world perspective of where radio comes from, and where it is heading. The Eighth Edition of this classic text includes expanded sections on digital, satellite, and Internet radio; integration of new technologies; new and evolving formats; the uses and applications of podcasts and blogs; mobile multimedia devices; programming for the new radio formats; new contributions by key industry executives; digital studios; station clustering and consolidation; industry economics and statistics; and updated rules and regulations. The new companion website features the interviews and essays with industry professionals, an image bank, additional suggested reading, and a listing of helpful links to industry websites. This Eighth Edition features new and expanded sections including:
* Satellite, web, and digital radio
* Programming for Podcasting and Blogs
* Rules and regulations
* Portable People Meter and electronic research
* Integration of new digital technology
* Clustering of radio stations and

management *Ã A Brand new companion website

It starts with a fantastic history and state of the radio industry with it's struggles and strengths before it proceeds into the details about the jobs around the radio station. This is definitely "the" book about the radio industry! Highly recommended for anyone looking information on how a radio station works or for anyone looking to start a career in the radio industry.

I needed this book for a college course & it was a great price & with the special shopping I stayed on course with my class. This book is also a good history of radio in the past, present & future predictions & tells you the structure of radio & the rules, regulations, & what is required to properly run a radio station. This book also compares the new technology coming out compared to radio today. Great price & great book.

Required reading for college course. Still a good book non-the-less. I will be keeping this book after the course is completed.

Garbage

I use this book in my Radio Station course and it is very effective. It is priced reasonably, and the students find the book easy to read.

For anyone that's interesting in the history and future of Radio. Buy this book. The book came in mint condition and just in time for school.

The product was delivered on time. The book meet all my expectation and i recommend it. The book is excellent.

Talks a lot but is very informative.

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