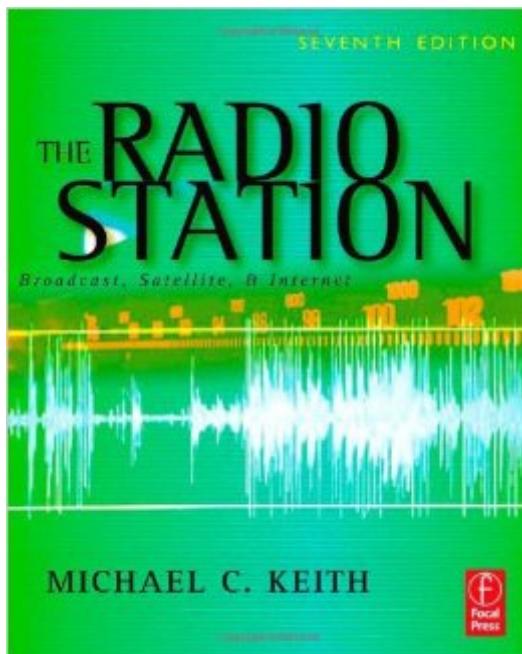


The book was found

The Radio Station: Broadcast, Satellite & Internet



Synopsis

The bible for beginning radio professionals. A complete guide to the internal workings of radio stations and the radio industry. Readers new to radio understand how each job is best performed, and 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. The Radio Station details all departments within a radio station. Topics explained include satellite radio, Web radio, AM stereo, cable and podcasting. Also, mergers and consolidation, future prospects, new digital technologies. This edition is loaded with new illustrations, feature boxes and quotes from industry pros. Going strong after 20 years, The Radio Station is now in its seventh edition and long considered the standard work on this audio medium. It remains a concise and candid guide to the internal workings of radio stations and the radio industry, explaining the functions performed successfully within every well-run station.

Book Information

Paperback: 400 pages

Publisher: Focal Press; 7 edition (December 13, 2006)

Language: English

ISBN-10: 0240808509

ISBN-13: 978-0240808505

Product Dimensions: 9.8 x 8.2 x 0.7 inches

Shipping Weight: 2 pounds

Average Customer Review: 4.0 out of 5 stars See all reviews (5 customer reviews)

Best Sellers Rank: #1,568,153 in Books (See Top 100 in Books) #63 in Books > Humor & Entertainment > Radio > Reference #540 in Books > Crafts, Hobbies & Home > Crafts & Hobbies > Radio Operation #601 in Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Radio

Customer Reviews

It was not very clear that this is an older edition. I purchased the new edition simultaneous to purchasing this one. Unfortunately, the return window had closed so I'm stuck with copies of a book that was marginally useful to begin with.

Love this book if you're in radio this is a great read! Will share this book with friends and co-workers

This book is up to date. It has current popular names in radio and has information about current radio technology. I think those are really the only things that get changed from each edition. This book gives a good general overview of all the aspects of radio.

Delivery was very quick and the book was in a reasonable used condition, so I'm very satisfied with the purchase

I took several radio and communication classes in college and this book was a pretty good piece since I was interested in radio stations. Get it and read it!

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