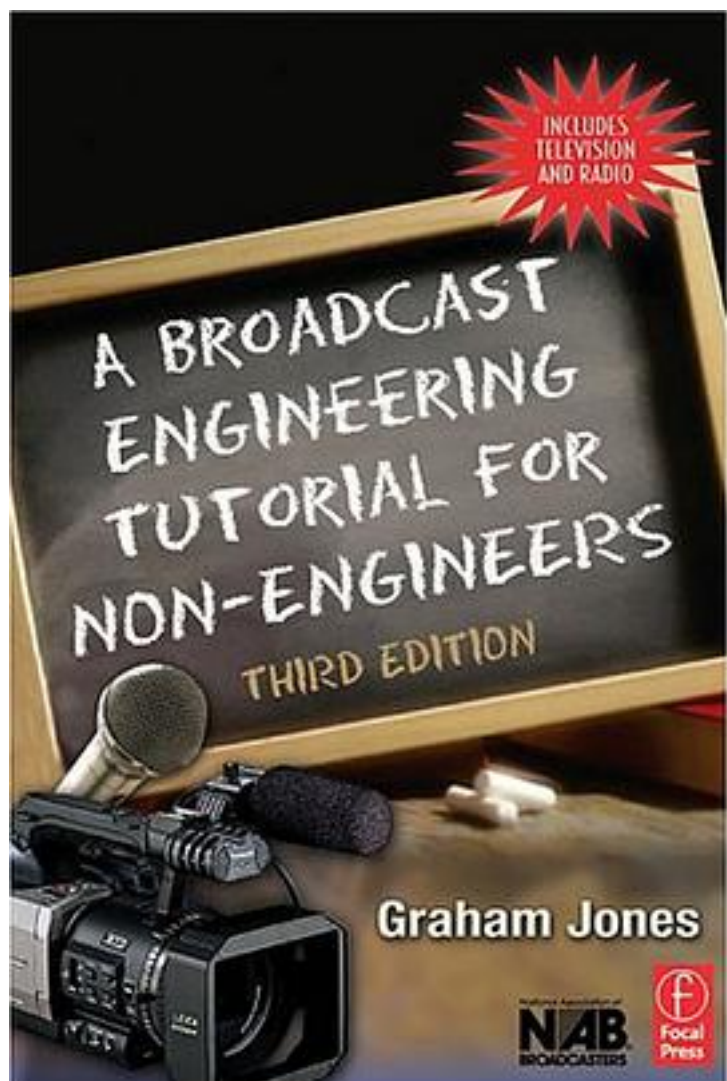


A Broadcast Engineering Tutorial for Non-Engineers, Third Edition



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Important Updates!

This third edition has been reorganized and updated throughout. It encompasses new standards and identifies and explains emerging digital technologies currently revolutionizing the industry. Additions include:

Broadcast Basics first principles for those who really are starting from scratch

ATSC PSIP (Program and System Information Protocol) and Data Broadcasting

More information on ATSC digital television standards and implementation

Current TV studio operations HD and SD systems, video servers, non-linear editing, electronic news rooms, closed captioning, and compressed bitstreams

Station and network arrangements, centralcasting, and multicasting

IBOC digital HD radio and methods for implementation

Current radio studio operations digital audio workstations, program automation, and voice tracking

and much more!

- * Learn from industry expert Graham Jones of the National Association of Broadcasters--the most trusted name in broadcast

- * Covers television and radio, analog and digital

- * Packed with jargon-busters

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