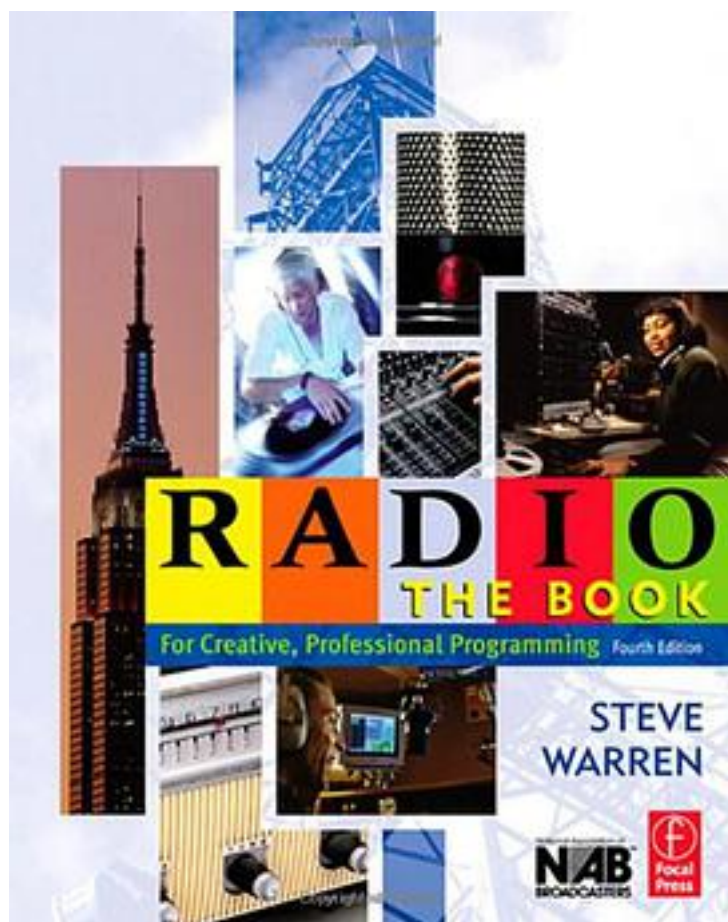


Radio, The Book



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著者:Warren, Steve

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As entertaining as it is educational, Radio: The Book is a must-have guide to success for anyone interested in a career in radio. Providing a wealth of information and relating his own personal experiences, veteran radio personality, Program Director and Programming Consultant Steve Warren shares trade secrets and industry know-how

that would usually take years to accumulate through experience. An invaluable advantage over your competition, this "cheat-sheet" for the radio programmer includes practical advice regarding: *Radio as a career--from tips on getting started to job negotiations *Programming--talk radio and music, from format science to picking the hits *Relationships with listeners--everything from staying in touch with your audience to public image *Branding, marketing, and advertising the radio station *Research--music tests, audience analysis, ratings, and more *Practical information about management policies *Radio realities--information on rules and regulations This latest edition has been updated to include: *Important updates on an ever-evolving field *Essential forms for radio station functions--production orders, personnel files, absentee reports, PSA schedules, format clocks, remote schedule, and more.to be accompanied by an on-line section of electronic forms for convenience *Ideas for successfully programming in new radio formats like satellite, internet, and cable In such a competitive industry where formal training can be hard to come by, Radio: The Book, 4e, is a short-cut to the fast track for current and future programmers and program directors. With an active radio broadcast career that is still exploring new ideas following s more than forty years at some of America's most prestigious radio stations (including WNBC, WHN, WNEW, and CBS radio), Steve Warren is more than qualified to mentor readers. Steve has competed successfully in all music formats from Easy Listening to Country to Top 40 to Oldies, always putting the listener first and now, putting you first.

作者介绍:

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