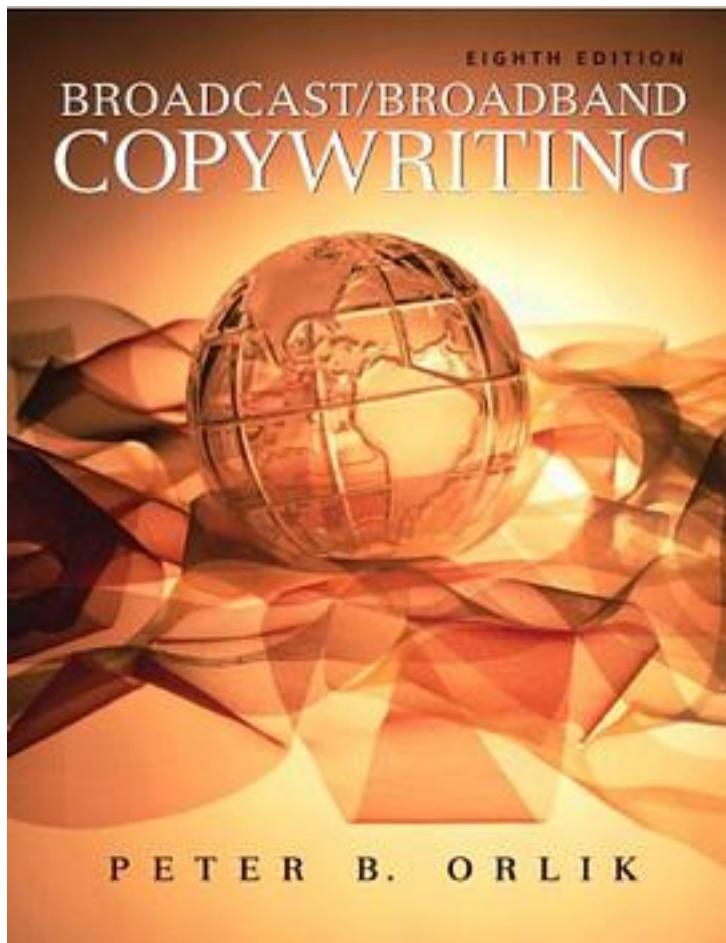


Broadcast/Broadband Copywriting



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Broadcast/Broadband Copywriting is the most widely used book for learning how to write all types of copy for the electronic media. This book addresses the fundamental rules and techniques common to electronic media scripting with a depth of coverage

unmatched by other texts, but without assuming any prior media writing, production, or advertising experience on the part of the reader. Return to PIC when completed. Thank you!

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