

Radio Production Fifth Edition

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Book Description. Radio Production is for professionals and students interested in understanding the radio industry in today's ever-changing world. This book features up-to-date coverage of the purpose and use of radio with detailed coverage of current production techniques in the studio and on location. In addition there is exploration of technological advances, including handheld digital recording devices, the use of digital, analogue and virtual mixing desks and current methods of music ...

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This classic book is a must-have for anyone involved in radio production, covering everything from operational techniques and producing different programme formats, to conducting interviews and writing for radio. The fifth edition features new and updated information on: * digital production, such as the computer editing process, digital recording and DAB * the internet and internet-only radio stations * automatic playout systems * ethics * storytelling, showing simple ways of creating different acoustics for drama * station management * scheduling * remote reporting This edition is further enhanced by a supporting CD-Rom, packed with examples, exercises and resources.

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Radio Production is for professionals and students interested in understanding the radio industry in today's ever-changing world. This book features up-to-date coverage of the purpose and use of radio with detailed coverage of current production techniques in the studio and on location. In addition there is

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exploration of technological advances, including handheld digital recording devices, the use of digital, analogue and virtual mixing desks and current methods of music storage and playback. Within a global context, the sixth edition also explores American radio by providing an overview of the rules, regulations, and purpose of the Federal Communications Commission. The sixth edition includes: Updated material on new digital recording methods, and the development of outside broadcast techniques, including Smartphone use. The use of social media as news sources, and an expansion of the station's presence. Global government regulation and journalistic codes of practice. Comprehensive advice on interviewing, phone-ins, news, radio drama, music, and scheduling. This edition is further enhanced by a companion website, featuring examples, exercises, and resources: www.focalpress.com/cw/mcleish.

A practical guide to radio production, mixing cutting-edge technology with traditional equipment and practice. Step-by-step demonstrations guide students through basic production skills for both recorded and live on-air production. Includes chapter summaries, exercises, boxed readings, a troubleshooting chart, and a capsule history of radio. This fifth edition contains a new chapter on the latest trends in formatting, and new information on Web radio, digital editing, and the segmented marketplace. Hausman is associate professor of communications at Rowan University.

MODERN RADIO PRODUCTION, NINTH EDITION, provides students with a current, comprehensive look at radio production and programming, integrating new material on cutting-edge technologies with explanations of traditional equipment and practices. The authors' clear writing style, excellent descriptions and explanations, and attention to

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detail ensure that the text is consistent and appropriate for use in undergraduate courses. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Radio Production Worktext, 5ED is designed to provide an introduction of the modern radio production studio, the equipment found in that studio, and basic techniques to accomplish radio production work. The text also emphasizes digital equipment but also includes information on the older analog equipment still used in radio. The worktext format combines information, Q&As, and projects, providing a complete resource for teaching and learning, either in a formal classroom setting or as a self-study guide for the individual. The companion CD-ROM provides project material and demonstrations of key concepts. Radio Production Worktext's clear and simple approach makes it a useful reference for the entry-level broadcaster. The new edition focuses on digital technologies but also covers the relevant analog technologies and their role, while continuing to reflect all tools and methods commonly in use. Some chapters have been reordered to strengthen the text, in recognition of the importance of digital technologies to the whole of the production process - and will be in the front of the book.

This fifth edition of the successful Promotion and Marketing for Broadcasting, Cable, and the Web, 4ed takes an important, timely look at the newest media venue, the Internet. Under its new title, Media Promotion and Marketing for Broadcast, Cable and the Internet, 5ed it takes a fresh look at the industry and the latest strategies for media promotion and marketing. The book explores the scope and goals of media production from the perspectives of network and local television, cable, Internet and radio, including public

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broadcasting. Topics include: goals of promotion; research in promotion; on-air, print, and Web message design; radio promotion; television network and station promotion and new campaigns; non-commercial radio and television promotion; cable marketing and promotion; research and budgeting for promotion; syndicated program marketing; global and international promotion and marketing; and online marketing and promotion.

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Musburger, Ph.D., is Professor Emeritus and former Director of the School of Communication, University of Houston, USA. He has worked for 20 years in professional broadcasting, serving as camera operator, director, producer, and writer.

Musburger has received numerous awards for his video work

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and teaching and he continues to work in electronic media with his Seattle, WA,. consulting firm, Musburger Media Services. "[An] authoritative and clearly written description of the processes involved in writing for film, radio and television production." Raymond Fielding, Dean Emeritus Florida State University

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