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Release date: July 2012; Publisher(s): Focal Press; ISBN:

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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 ...

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.

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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 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](http://www.focalpress.com/cw/mcleish).

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 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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The *Broadcast Announcing Worktext* provides you with the skills, techniques, and procedures necessary to enter this highly competitive field of broadcast performance. In addition to the principles of good performance, this book addresses the importance of audience and how to communicate effectively to various groups. Television and radio studio environments, announcer specializations and responsibilities, and developing a broadcast delivery style are just a few of the many topics covered. Factual information is presented in brief, easy-to-digest modules and is enhanced with self-study questions and projects. The self-study provides an immediate check on what you learn, and the projects allow for a practical hands-on application of key concepts in the material. The worktext format, with many real-life examples, combines both traditional teaching and practical experience. A companion CD illustrates techniques and concepts in each chapter with audio and visual examples. This third edition will give you knowledge of other non-traditional forms of announcing, such as online radio announcing, podcast announcing, and other forms of online announcing, such as online shows, clips, and news.



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This leading text continues to provide students with the best introduction to radio production available today! The new edition of "Modern Radio Production" continues to present a current, comprehensive look at radio production and programming, integrating new material on cutting-edge technologies with explanation of traditional equipment and practices. The authors' clear writing style, excellent descriptions and explanations, and attention to detail ensure that the text is consistent and appropriate for use in undergraduate courses.

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 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

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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.

"Wonderfully practical....just what every media writer needs."

Christopher H. Sterling George Washington University \* Learn what it takes to write for commercials, news, documentaries, corporate, educational, animation, games, the internet, and dramatic film & video productions \* Outlines the key skills needed for a successful media writing career The demand for quality and knowledgeable multi-platform writing is always in high demand. An Introduction to Writing for Electronic Media presents a survey of the many types of electronic media you can write for, and explains how to do it. Musburger focuses on the skills you need to write for animation versus radio or television news versus corporate training. Sample scripts help you learn by example while modeling your own scripts. Production files illustrate the integral role writers' play in the production process, and individual movie frames allow you compare these to the real scripts. Armed with the skills developed in this book, a media writer can apply for a variety of positions in newsrooms, advertising firms, motion pictures or animation studios, as well as local and national cable operations. Robert B. 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 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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