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Carl Hausman, Philip Benoit, Frank Messere, Lewis B. O'Donnell

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Carl Hausman, Philip Benoit, Frank Messere, Lewis B. O'Donnell : Announcing: Broadcast Communicating Today (with InfoTrac) (Wadsworth Series in Broadcast and Production) before purchasing it in order to gage whether or not it would be worth my time, and all praised *Announcing: Broadcast Communicating Today (with InfoTrac) (Wadsworth Series in Broadcast and Production)*:

0 of 0 people found the following review helpful. Informative book but not that exciting By Andrew J. Flores The book was in excellent condition despite being used. Great value and it arrived quickly. Overall the material isn't that exciting to read about. All the photos are in black and white. But this book is definitely informative. 0 of 0 people found the following review helpful. Was a required textbook, overpriced, for very little information. Served it purpose of selling teachers, but offering little to By Jeff Babi Was a required textbook, overpriced, for very little information. Served it purpose of selling teachers, but offering little to students. 0 of 2 people found the following review helpful. My

reviewBy angelmmcgThe book took a long time to come and the book was suppose to be brand new but it was not.

This text presents an introduction to the mechanics, tools, and techniques of television and radio announcing. The text's clear and concise writing style and practical approach have been its consistent strengths and selling points.

About the Author Carl Hausman is Professor of Journalism at Rowan University in Glassboro, NJ. He holds a Ph.D., the Union Graduate School and did his post-doctoral fellowship at New York University) He is the author of 20 books, including several texts on broadcasting and journalism. His works also include investigative and explanatory books, articles, and columns, and he has appeared on a variety of talk shows including the O'Reilly Factor, ABC's World News Now with Anderson Cooper, CBS Radio's Capitol Voices, and CNN's Outlook. A former talk show host and anchor, Hausman has also done voice-over work for a variety of corporate and institutional clients. His academic specialty is media ethics, and he has written two books on the subject and testified before Congress on ethics issues. Philip Benoit is an adjunct professor of English at Pennsylvania's Millersville University. He was the director of public affairs at Middlebury College in Vermont, and associate vice president for communications at Franklin Marshall College in Lancaster, Pa. Benoit has a broad background in radio, television, and public relations and he was the first director of the broadcasting academic program at SUNY Oswego. He was executive officer of the American Forces Network in Europe and American Advisor to the Vietnamese Armed Forces Radio Network. Fritz Messere is founding dean of the School of Communication, Media and the Arts at the State University of New York at Oswego. A member of Oswego's communication studies faculty since 1977, Messere is a former coordinator of its broadcasting and mass communication program and two-time department chair. Messere received both his bachelor's and master's degrees from Oswego and did post-graduate work at Cornell University. He is the co-author of five textbooks on electronic media and communication, including "Broadcasting, Cable, the Internet and Beyond." He is a nationally recognized expert on broadcasting regulation and telecommunications. Messere has served as external assistant to FCC Commissioner Mimi Wayforth Dawson, as senior fellow of the Annenberg Washington Program in Communication Policy, and on the Rural Policy Research Institute's National Experts Panel on Telecommunications. Lewis B. O'Donnell (Ph.D., Syracuse University) is Professor Emeritus of Communication Studies at SUNY Oswego. O'Donnell, former president of a radio station ownership group, has worked in a variety of management and performance positions in radio and television. He has been awarded the Frank Stanton Fellowship by the International Radio and Television Society and the New York State Chancellors Award for Excellence in Teaching.