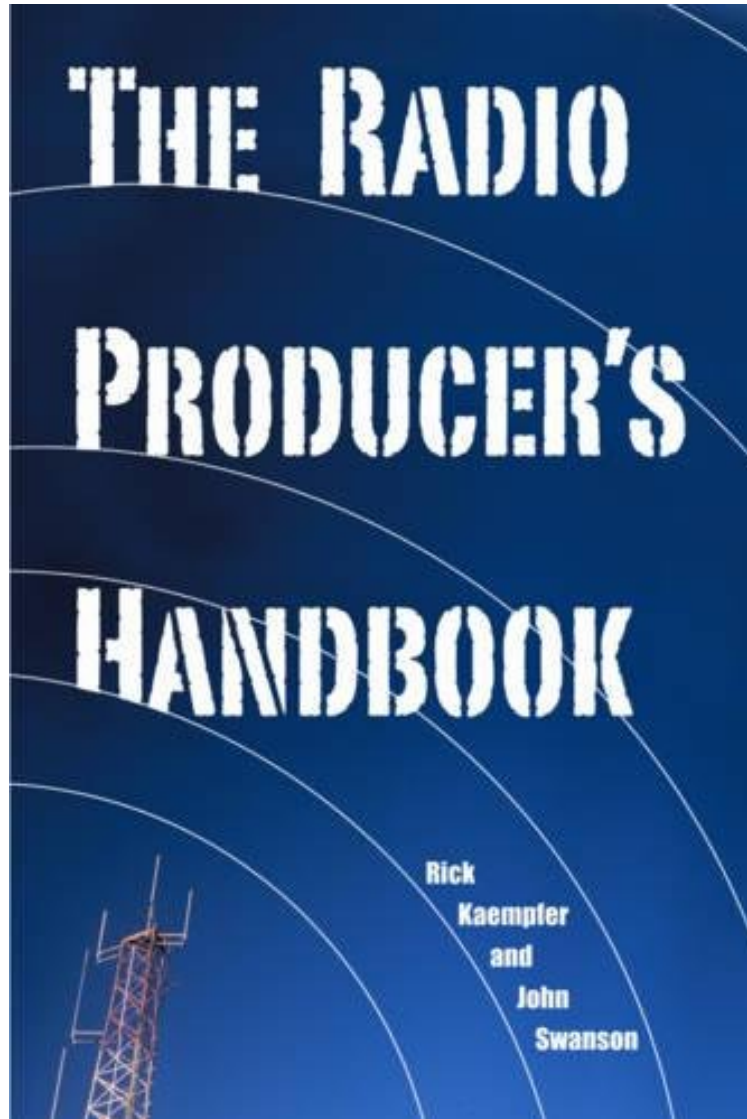


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## The Radio Producer's Handbook

*Rick Kaempfer, John Swanson*

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**Rick Kaempfer, John Swanson : The Radio Producer's Handbook** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Radio Producer's Handbook:

2 of 2 people found the following review helpful. Outstanding How-To book for anyone interested in Radio as a career By MRQPON My organization was given the opportunity to buy a full hour of every Saturday afternoon time on a powerful and highly regarded radio station. My personal experience in talk radio programming was 15 years ago. So, I searched for books on talk radio program production and found nothing interesting but this book. Perhaps it sits alone on the shelf because present day producers are not interested in spreading the word and the resulting competition. THIS

BOOK IS OUTSTANDING! The authors have more than two decades of experience as producers of talk and phone-in programs. It was a fabulous way for me to update my experience (even though the book is a few years old, the information is very timely). I recommend this book to anyone who is interested in learning how producers help to keep show hosts in the-know and out of trouble and anyone interested in a career in radio. 0 of 0 people found the following review helpful. No radio station should be without it. By Arnold Kelly Someone called it "the Radio Producer's Bible" I think I now understand why. Not just for producers but for on-air talent. 0 of 0 people found the following review helpful. Great By Jon Great thought out book for anyone getting into a Radio Producer role. Unfortunately i was paid minimum wage to work from 5-8am on a radio show.

Two award-winning major market producers present the definitive how-to guide for producing a radio show, explaining every duty a radio producer is expected to perform. With refreshing honesty and the humorous flair of professional radio comedy writers, the authors reveal how to get one's professional foot in the radio door, book celebrity guests, craft great interviews, come up with ideas, create great phone segments, write and pitch material, and cope with the pressure that accompanies producing a show in progress. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

About the Author Rick Kaempfer was the executive producer of The John Records Landecker Show on WJMK Chicago from 1993 to 2003. John Swanson is the executive producer of "The Eric Kathy Show" on WTMX Chicago. They both live in Chicago.