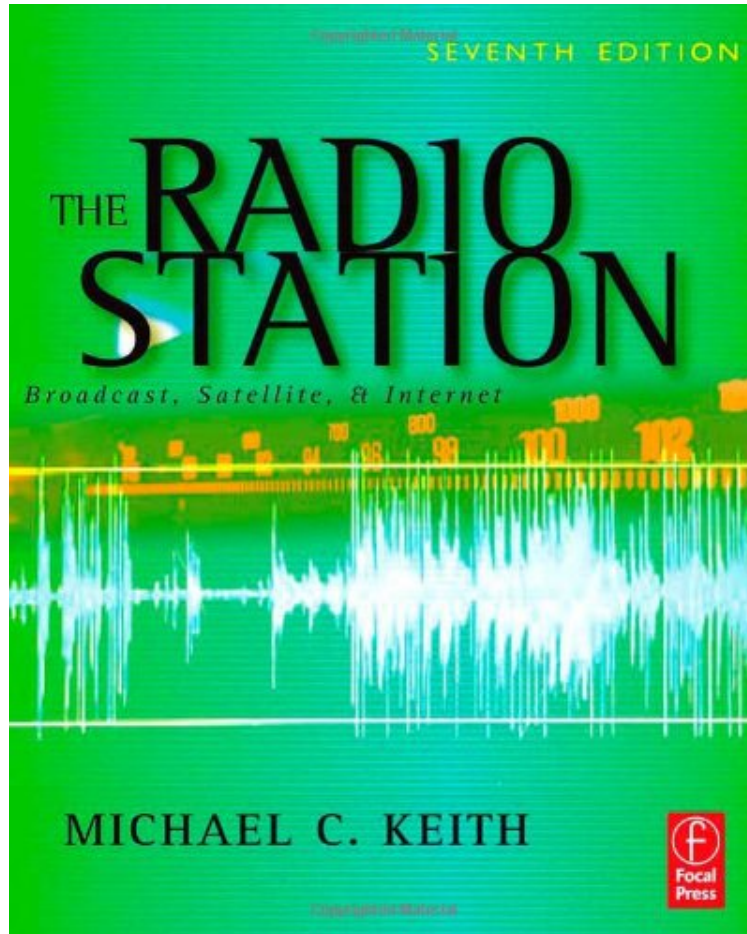


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The Radio Station: Broadcast, Satellite Internet

Michael C Keith

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Michael C Keith : The Radio Station: Broadcast, Satellite Internet before purchasing it in order to gage whether or not it would be worth my time, and all praised The Radio Station: Broadcast, Satellite Internet:

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The bible for beginning radio professionals. A complete guide to the internal workings of radio stations and the radio industry. Readers new to radio understand how each job is best performed, and they will know how it meshes with

those of the rest of the radio station staff. For readers uncertain of career goals, this book provides a solid foundation in who does what, when, and why. The Radio Station details all departments within a radio station. Topics explained include satellite radio, Web radio, AM stereo, cable and podcasting. Also, mergers and consolidation, future prospects, new digital technologies. This edition is loaded with new illustrations, feature boxes and quotes from industry pros. Going strong after 20 years, The Radio Station is now in its seventh edition and long considered the standard work on this audio medium. It remains a concise and candid guide to the internal workings of radio stations and the radio industry, explaining the functions performed successfully within every well-run station.

* er: A reader This new edition is the best yet! Keith is the authority on this subject. There are no rivals to this commanding overview of the audio medium. The coverage of this topic is complete and then some in this edition. You want to know about radio? This incomparable book will tell you all you need to know. First rate.* er: Dr. W. G. Covington, Jr. (Edinboro, Pennsylvania) - If you want to know what the radio industry is all about read this book. It is written by a veteran in the field who has published extensively on the subject, presented research at conferences, and worked in the radio business before entering academe. Dr. Keith knows the business. He traces trends and provides historical perspective on how things came to be as they are. Station managers would find this to be a useful resource manual. There are all kinds of subjects covered that they would face on a daily basis. I recommend this book. I've used it in teaching at the university level over the years. Student feedback has been positive."Just as radio changes with the rise of digital options, so, too, does The Radio Station, Michael Keith's masterful updated survey of what has changed and what remains the same in the dynamic audio industry. - Christopher Sterling, George Washington University
About the Author Michael C. Keith, Ph.D., ranks among the most prolific authors on the subject of broadcast media, in particular radio. He is a member of the Communication Department at Boston College and is author of over twenty books, including *Voices in the Purple Haze*, *Signals in the Air*, *Talking Radio*, *Radio Cultures*, and *Sounds in the Dark*. With Robert Hilliard he has co-authored *The Broadcast Century and Beyond*, *Waves of Rancor*, *Dirty Discourse*, *Global Broadcasting Systems*, and *The Hidden Screen*. With Christopher Sterling he co-authored *Sounds of Change: FM Broadcasting in America*. In addition, he is the author of numerous journal articles and has served in a number of editorial positions. He is the past Chair of Education for the Museum of Broadcast Communications, the inaugural chair of the Broadcast Education Association's Radio Division, and a former broadcaster. He is the recipient of several honors, including the Distinguished Scholar Award given by the Broadcast Education Association in 2008, and the Stanton Fellow Award given by the International Radio Television Society. He is the author of a critically acclaimed memoir, *The Next Better Place: A Father and Son on the Road* (Algonquin Press), in 2003. Visit the author's website: www.michaelckeith.com.