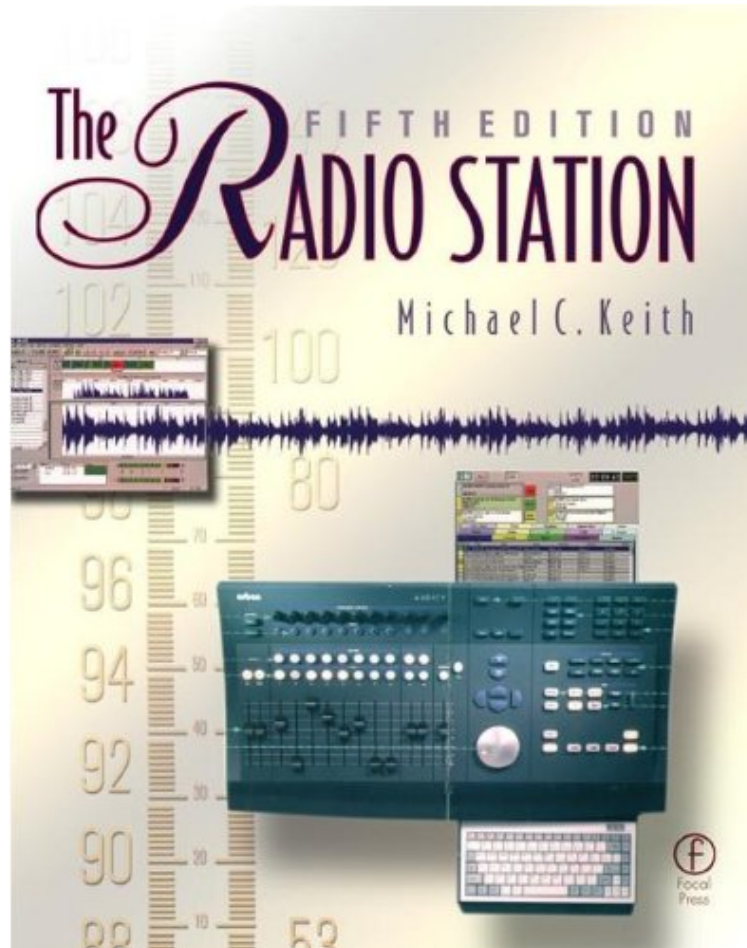


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The Radio Station

Michael C Keith

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

1 of 1 people found the following review helpful. Superb overview of the radio business!By Chris A. KantackThough I'm not directly involved in the business of radio, I found this book to be quite interesting. Indeed this book is downright inspirational! I especially enjoyed the chapter on Sales (selling airtime) even though, prior to reading this book, I had little interest in sales of any kind. Many other topics (station management, news production, programming, etc.) are also covered in an in-depth manner. Anyone considering a career in radio should give this book a good read.1 of 1 people found the following review helpful. Good BookBy mrgregcLost my first copy had to order another, Great read if you're in radio or new to radio. love it!5 of 5 people found the following review helpful. Excellent Intro to the 'World' of RadioBy Todd HawleyAs an former DJ, I've wondered about the state of radio in this day and age. Michael Keith has done an excellent job of capturing it with this book. Mr Keith does a great job of describing radio's history, from its humble beginnings to today's world of culture of deregulation and consolidation, as well as also describing all

the various departments and jobs within a station. I wish there'd been a book like this around when I was an announcer. There are chapters devoted to programming (and various formats), sales, news, and research (always important facets that folk don't always think about), promotion, commercial production, even one on engineering (let us never forget the job the sometimes underappreciated engineers perform). If you want to get into radio broadcasting or (like me) have an interest in the field and where it's headed you need to get this book.

Ten years after its original publication, *The Radio Station*, now in its fifth edition, is 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. A comprehensive blueprint, this book details the functions performed successfully within every well-run station. Not only will readers understand how each job is best performed, 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 fifth edition updates and expands this classic text acclaimed by radio educators and practitioners from around the United States. New sections on radio and the Internet, AM stereo, cable and satellite radio, niche formats, mergers and consolidation, future prospects, and digital technology, as well as new illustrations, feature boxes and quotes from industry pros bring the reader into the present world of the radio station, providing insight into this ever-changing field.

excellent illustrations" After spending 20 years in radio, this is the best book I have ever come across on broadcasting. Unquestionably, this writer knows the business inside-out. A wonderful job!" -John J. Pietro, Worcester State College
From the Publisher
For readers uncertain of career goals, this book provides a solid understanding of who does what, when, and why. In a fresh and engaging style, *The Radio Station, Fifth Edition*, covers in detail all departments within a radio station.
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.michaelcketh.com.