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Modern radio programming,

Gaines, J. Raleigh

Note: This is not the actual book cover

Modern Radio Programming

**Carl Hausman, Philip Benoit, Lewis B.
O'Donnell**



Modern Radio Programming:

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Contemporary Radio Programming Strategies David T. MacFarland, 2016-10-14 This book first published in 1990 offers an in depth analysis of the fundamental beliefs of radio This refers to the common understanding of what the radio enterprise is and should be about entertainment and information A major thrust of this book is to arrive at a set of fundamental beliefs about the values and the realities of the radio business in regard to entertainment programming a set of beliefs that may or may not be right or forever but that might at least provide a basis for developing programming strategies Most other books on radio programming describe the formats and programming that already exist This one starts with a clean sheet of paper and the question What do listeners really want from radio

Radio Programming: Tactics and Strategy Eric Norberg, 1996-05-07 A practical handbook for programming directors this guide focuses on achieving specific objectives in today's modern competitive environment Radio Programming is designed to convey underlying principles and to assist the programmer in accomplishing specific objectives without mandating exact implementation methods Instead it empowers station management and the PD to implement strategies that will work for the particular format and market niche Radio Programming will be helpful for neophytes in programming experienced programmers seeking further growth air talent seeking to develop skills and general managers trying to understand programming and effectively manage program directors without stifling creativity It will also help general managers hire effective programmers Eric Norberg is the editor and publisher of the Adult Contemporary Music Research Letter and a radio consultant He has worked as a program director at several radio stations as on air talent and general manager and has also operated a radio production company For fourteen years he has written a weekly column on radio programming for The Gavin Report a radio trade publication

This Business of Radio Programming Claude Hall, Barbara Hall, 1977 *Modern Radio Production*

O'Donnell, Benoit, Hausman, 1989-09 *Modern Radio* Kingdon S Tyler, 2023-07-18 Modern Radio is the ultimate guide to the world of radio broadcasting Starting with the basics of what radio is and how it works Tyler takes the reader on a comprehensive tour of the entire industry from programming and production to advertising and marketing Whether you're a radio enthusiast a student of broadcasting or somebody looking to break into the industry Modern Radio is the essential reference guide that you need This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it This work is in the public domain in the United States of America and possibly other nations Within the United States you may freely copy and distribute this work as no entity individual or corporate has a copyright on the body of the work Scholars believe and we concur that this work is important enough to be preserved reproduced and made generally available to the public We appreciate your support of the preservation process and thank you for being an important part of keeping this knowledge alive and relevant

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