

RADIO'S
NICHE
MARKETING
REVOLUTION

FutureSell

Godfrey W. and Ashley Page Herweg

*Broadcasting
& Cable*

A Focal Press Book

Radios Niche Marketing Revolution Futuresell

Scott Wright



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local levels The Herwegs have owned operated and managed radio stations in small medium and large markets The Herwegs have also co authored *Making More Money Selling Radio Advertising Without Numbers and Recruiting Interviewing Hiring and Developing SUPERIOR SALESPeOPLE* Provided by publisher *The Entertainment Marketing Revolution* Al Lieberman,Patricia Esgate,2002 Entertainment is now a 500 billion industry that reaches into every corner of human life The Entertainment Marketing Revolution Bringing the Moguls the Media and the Magic to the World profiles that industry from film to print music to theme parks and shows exactly how to find and reach your market in today s insanely competitive marketplace Discover the driving forces key synergies new opportunities and advanced marketing techniques today s top companies are riding to success and learn how to create tomorrow s blockbuster properties starting today **Career Opportunities in Radio** Shelly Field,2010-04-21 Offers career information in radio Profiles include news sports sales management publicrelations traffic engineering and programming *The Broadcaster's Guide to RBDS* Scott Wright,1997-07-29 This handbook is intended to give the broadcast industry an authoritative guide to the Radio Data System RDS also called Radio Broadcast Data System RBDS Since the standard s adoption about 700 stations have begun broadcasting RDS in the United States There is a wide variety of encoding equipment with prices starting as low as 400 and over 30 models of RDS receivers have been introduced for cars home receivers portable and even PC receivers Automobile manufacturer s such as General Motors Ford Audi and Porsch now offer RDS on new vehicles Yet despite all the support equipment in place the FM broadcaster has been reluctant to implement and utilize this service mainly because of a lack of understanding of what RDS can do for the station This book finally provides the information required to understand RDS and its possibilities on a variety of levels so that everyone involved in radio can make the most of it Station owner program director salesperson and talent alike will find the information he or she requires to maximize the possibilities of this new technology Each feature of the system is explained in terms of its practical implementation at the station and interviews with broadcasters currently using the system add a hands on perspective Scott Wright is a recognized pioneer in RDS development As the designer of Delco Electronics first RDS receiver he has been extremely active in the development of the RDS standard in the US and in efforts to educate the broadcast community about its potential He has represented Delco at the European Broadcasting Union s EBU RDS Forum and is currently the Chairman of the National Radio Systems Committee RBDS Subcommittee the US standard setting body He is also a member of the Electronics Industries Association s EIA RDS Forum **Selling Electronic Media** Ed Shane,1999 First Published in 1999 Routledge is an imprint of Taylor Francis an informa company **Your Guide To Entertainment Marketing and Performance (Collection)** Al Lieberman,Patricia Esgate,Paul W. Farris,Neil Bendle,Phillip E. Pfeifer,David Reibstein,2013-08-08 Entertainment spending is soaring worldwide driven by new technologies new platforms new business models and unrelenting demand amongst seven billion consumers That means entertainment marketing opportunities are soaring too But this business is more complex and

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Media? Benjamin M. Compaine, Douglas Gomery, 2000-07-13 This long-awaited third edition analyzes corporate ownership of

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