

Contemporary Radio Programming Strategies Routledge Library Editions Radio

The Radio Handbook is a comprehensive guide to radio broadcasting in Britain. Featuring two entirely new chapters for this edition, You Radio and Sport on Radio, this text offers a thorough introduction to radio in the twenty-first century. Using new examples, case studies and illustrations, it examines the various components that make radio, from music selection to news presentation, and from phone-ins to sport programmes. Discussing a variety of new media such as podcasts, digital radio and web-linked radio stations, Carole Fleming explores the place of radio today, the extraordinary growth of commercial radio and the importance of community radio. The Radio Handbook shows how communication theory informs everyday broadcasts and encourages a critical approach to radio listening and to radio practice. Addressing issues of regulation, accountability and representation, it offers advice on working in radio and outlines the skills needed for a career in the industry.

This book maps, describes and further explores all contemporary forms of interaction between radio and its public, with a specific focus on those forms of content co-creation that link producers and listeners. Each essay will analyze one or more case studies, piecing together a map of emerging co-creation practices in contemporary radio. Contributors describe the rise of a new class of radio listeners: the networked ones. Networked audiences are made up of listeners that are not only able to produce written and audio content for radio and co-create along with the radio producers (even definitively bypassing the central hub of the radio station, by making podcasts), but that also produce social data, calling for an alternative rating system, which is less focused on attention and more on other sources, such as engagement, sentiment, affection, reputation, and influence. What are the economic and political consequences of this paradigm shift? How are radio audiences perceived by radio producers in this new radioscope? What's the true value of radio audiences in this new frame? How do radio audiences take part in the radio flow in this age? Are audiences' interactions and co-creations overrated or underrated by radio producers? To what extent listeners' generated content can be considered a form of participation or "free labour" exploitation? What's the role of community radio in this new context? These are some of the many issues that this book aims to explore. Visit <https://www.facebook.com/pages/Radio-Audience-and-Participation-in-the-Age-of-Network-Society/869169869799842> for the book's Facebook page.

This book critically analyses the important role of radio in public life in post-apartheid South Africa. As the most widespread and popular form of communication in the country, radio occupies an essential space in the deliberation and the construction of public opinion in South Africa. From just a few state-controlled stations during the apartheid era, there are now more than 100 radio stations, reaching vast swathes of the population and providing an important space for citizens to air their views and take part in significant socio-economic and political issues of the country. The various contributors to this book demonstrate that whilst print and television media often serve elite interests and audiences, the low cost and flexibility of radio has helped it to create a 'common' space for national dialogue and deliberation. The book also investigates the ways in which digital technologies have enhanced the consumption of radio and produced a sense of imagined community for citizens, including those in marginalised communities and rural areas. This book will be of interest to researchers with an interest in media, politics and culture in South Africa specifically, as well as those with an interest in broadcast media more generally.

'The distilled wisdom and passion of top practitioners makes this an invaluable guide to making radio in Australia.' - Siobhan McHugh, award-winning radio feature producer and lecturer, University of Wollongong 'a very useful hands-on guide to radio production in Australia' - Gail Phillips, Associate Professor of Journalism, Murdoch University 'Making Radio has been a core text for all our radio courses since it was written.

It covers everything from the basics you need to know when you begin your radio career, to high level skills required for career advancement.' - Kim Becherand, AFTRS Radio Division Making radio programs gets into your blood: it's one of the most stimulating jobs in the world, in a fast-moving industry, at the cutting edge of digital technology. Making Radio is a practical guide for anyone who wants to learn how to make good radio in the era of Radio 2.0. It examines the key roles in radio: announcing, presenting, research, copywriting, producing, marketing and promotions. It also outlines what is involved in creating different types of radio programs: news and current affairs, music, talkback, comedy and WC features, as well as legal and regulatory constraints. With contributions from industry experts, the third edition reflects the impact of digital radio, including multi-platform delivery, listener databases, social media and online marketing. It also examines how radio stations have reinvented their business models to accommodate the rapid changes in communications and listener expectations.

Radio Programming: Tactics and Strategy

Radio Production

Radio Audiences and Participation in the Age of Network Society

Strategic Perspectives on Entertainment and Media

The Routledge Handbook of Modern Turkey

Radio, Public Life and Citizen Deliberation in South Africa

Radio Production is for professionals and students interested in understanding the radio industry in today's ever-changing world. This book features up-to-date coverage of the purpose and use of radio with detailed coverage of current production techniques in the studio and on location. In addition there is exploration of technological advances, including handheld digital recording devices, the use of digital, analogue and virtual mixing desks and current methods of music storage and playback. Within a global context, the sixth edition also explores American radio by providing an overview of the rules, regulations, and purpose of the Federal Communications Commission. The sixth edition includes: Updated material on new digital recording methods, and the development of outside broadcast techniques, including Smartphone use. The use of social media as news sources, and an expansion of the station's presence. Global government regulation and journalistic codes of practice. Comprehensive advice on interviewing, phone-ins, news, radio drama, music, and scheduling. This edition is further enhanced by a companion website, featuring examples, exercises, and resources: www.focalpress.com/cw/mcleish.

First Published in 1996. Routledge is an imprint of Taylor & Francis, an informa company.

This volume provides a thorough review of broadcasting history in the US, from radio through to cable and internet. For media students and anyone interested in the development of American media.

In the early 20th century, a new and distinctive concept of the audience rose to prominence. The audience was seen as a mass -- a large collection of people mostly unknown to one another -- that was unified through exposure to media. This construct offered a pragmatic way to map audiences that was relevant to industry, government, and social theorists. In a relatively short period of time, it became the dominant model for studying the audience. Today, it is so pervasive that most people simply take it for granted. Recently, media scholars have reopened inquiry into the meaning of "audience." They question the utility of the mass audience concept, characterizing it as insensitive to differences among audience members inescapably bound up with discredited notions of mass society, or serving only a narrow set of industrial interests. The authors of this volume find that these assertions are often

false and unwarranted either by the historical record or by contemporary industry practice. Instead, they argue for a rediscovery of the dominant model by summarizing and critiquing the very considerable body of literature on audience behavior, and by demonstrating different ways of analyzing mass audiences. Further, they provide a framework for understanding the future of the audience in the new media environment, and suggest how the concept of mass audience can illuminate research on media effects, cultural studies, and media policy.

When Religion Meets New Media

A practical guide to working in radio in the digital age

Routledge Revivals: Radio Broadcasting from 1920 to 1990 (1991)

From Live Journalism to Music Recording

Key Issues

A Media Performance Guide

This 4th edition of Ratings Analysis describes and explains the current audience information system that supports economic exchange in traditional and evolving electronic media markets. Responding to the major changes in electronic media distribution and audience research over the past years, Ratings Analysis provides a thoroughly updated presentation of the ratings industry and analysis processes. It serves as a practical guide to conducting audience research, offering readers the tools for becoming informed and discriminating consumers of audience information. This edition covers: International markets, reflecting the growth in audience research businesses with the expansion of advertising into new markets like China. Emerging technologies, reflecting the ever increasing ways to deliver advertising electronically and through new channels (social media). Illustrates applications of audience research in advertising, programming, financial analysis, and social policy; Describes audience research methods and summarizes the history of audience measurement, the research methods most often used, and the kinds of ratings research products currently available; and Discusses the analysis of audience data by offering a framework within which to understand mass media audiences and by focusing on the analysis of ratings data. Appropriate for all readers needing an in-depth understanding of audience research, including those working in advertising, electronic media, and related industries, Ratings Analysis also has much to offer academics and policy makers as well as students of media.

"A history of the role of information in the United States since 1870"--

From viral videos on YouTube to mobile television on cell phones and beyond, this book examines television in an age of technological, economic, and cultural convergence. It contains essays that establish television's importance in a shifting media culture.

Providing insight into the impact media convergence has had on the radio industry, this new edition delivers an excellent introduction to the radio production studio, the equipment found in that studio, and the basic techniques needed to accomplish radio production work. New chapters addressing the basics of field recording, production planning, and sound for video are included, as well as a renewed emphasis on not just radio production, but audio production. Featuring a worktext format tailored for both students and teachers, self-study questions, hands-on projects, a CD with project material, quizzes, and demonstrations of key concepts, this book offers a solid foundation for anyone who wishes to know more about radio/audio equipment and production techniques.

Cultivating Listenership in the Digital Age

The Sponsor

Broadcast Announcing Worktext

Audio Production Worktext

Audience Measurement and Analytics

Ecomedia

This book is a solid introduction to the music industry for students with no prior experience, offering a comprehensive overview of the people, technologies, and law that impact on all aspects of the music business. Inside the Music Industry focuses primarily on popular/rock music and how it is created, marketed, recorded, and packaged, as well as the various media in which music plays apart, from radio to video, television, print, and film. The second edition has been thoroughly updated to take into account new developments over the last five years, including digital recording and broadcasting technology, changes in the copyright laws, and legal issues raised by new technologies, such as the controversy over "sampling" existing recordings. Throughout the text, new examples, photographs, and charts have been added to enhance the timeliness of the work.

In recent years, there has been growing interest in Turkey, stemming from the country's developing role in regional and global politics, its expanding economic strength, and its identity as a predominantly Muslim country with secular political institutions and democratic processes. This Handbook provides a comprehensive and wide-ranging profile of modern Turkey. Bringing together original contributions from leading scholars with a wide range of backgrounds, this important reference work gives a unique in-depth survey of Turkish affairs, past and present. Thematically organised sections cover: Turkish history from the early Ottoman period to the present Turkish culture Politics and international relations Social issues Geography The Turkish economy and economics Presenting diverse and often competing views on all aspects of Turkish history, politics, society, culture, geography, and economics, this handbook will be an essential reference tool for students and scholars of Middle East studies, comparative politics, and culture and society.

The average American listens to the radio three hours a day. In light of recent technological developments such as internet radio, some argue that the medium is facing a crisis, while others claim we are at the dawn of a new radio revolution. Concise Encyclopedia of American Radio is an essential single-volume reference guide to this vital and evolving medium that brings together the best and most important entries from the three-volume Museum of Broadcast Communications Encyclopedia of Radio, edited by Christopher Sterling. Comprised of more than 300 entries spanning the invention of radio to the Internet, The Concise Encyclopedia of American Radio addresses personalities, music genres, regulations, technical programming and stations, the "golden age" of radio and other topics relating to radio broadcasting throughout its history. The entries are updated throughout and the volume includes nine new entries on topics ranging from podcasting to

decline of radio. The Concise Encyclopedia of American Radio include suggestions for further reading as complements most of the articles, biographical details for all person-entries, production credits for programs, and a comprehensive This collection interrogates and stimulates deep, cross-disciplinary engagement with the various understandings and interplays of 'radio modernisms' from the early decades of the twentieth century through to the 1950s. Academics from a range of different disciplines explore their common interests in the richness and heterogeneity of BBC Radio's imagin programming - in terms of sound; as cultural events from specific moments in time; as team creations; as something experienced live in the domestic context; and as cultural works that, in many cases, attracted a certain canonical peer Radio modernisms are, as these chapters demonstrate, a combination of the particular, the contingent, and the contextual. More than a decade after the publication of the first scholarly works to yoke together 'modernism' and 'radio', this collection emphasises the plurality of 'modernisms' as a defining aspect of contemporary BBC historiography. The authors bring multiple lenses to bear--including race, gender, and transnationalism--in order to (re)locate twentieth century radio programming in broad, expansive contexts. They also underline the dynamic entanglements of radio--and radiogenic forms and programmes, in particular--with other kinds of media and cultural forms and formats, reframing radio as a site of and a vehicle for remediation and intermediality. In examining the myriad ways in which radio gave shape to new modernities both evolved and constituted new forms of modernism, this collection offers fresh perspectives on the interconnected significance of 'radio modernisms' within the socio-cultural, literary, and political landscapes of twentieth century Britain. This book was originally published as a special issue of Media History.

Understanding Reality Television

Rediscovering the Dominant Model

The Business of Culture

The Mass Audience

Music Documentaries for Radio

Notes on a Modern Potentate

The Broadcast Announcing Worktext provides you with the skills, techniques, and procedures necessary to enter this highly competitive field of broadcast performance. Factual information is presented in easy-to-digest modules and projects that encourage active participation. Each chapter concludes with a self-study section students can use to test themselves. The companion website illustrates techniques and concepts with audio and visual examples that help students to learn better broadcast performance techniques. New to this edition are brand new audio clips and videos, interviews with industry professionals, and updated content throughout, including a new section on social media in the news.

As the Olympic spectacle grows, broadcast coverage becomes bigger, more complex, and more sophisticated. Part sporting event, part reality show, and part global festival, the Olympics can be seen as both intensely nationalistic and a celebration of a shared sense of international community. This book sheds new light on how the Olympic experience has been shaped by television and expanded across multiple platforms and formats. Combining a multitude of approaches ranging from interviews to content analyses to audience surveys, the book explores the production, influence, and significance of Olympic media in contemporary society. Built on a central case study of NBC's coverage of the Rio Games in 2016, which is then placed within 20 years of content analyses, the book focuses on the entire Olympic television process from production to content to effects. Touching on key themes such as race, gender, history, consumerism, identity, nationalism, and storytelling, *Olympic Television: Broadcasting the Biggest Show on Earth* is fascinating reading for any student or scholar with an interest in sport, media, and the global impact of mega-events.

The business of culture is the business of designing, producing, distributing, and marketing cultural products. Even though it gives employment to millions, and is the main business of many large and small organizations, it is an area that is rarely studied from a strategic management perspective. This book addresses this void by examining a wide range of cultural industries--motion pictures, television, music, radio, and videogames--from such a perspective. The articles included in this book will be helpful to individuals who seek a better understanding of organizations and strategies in the entertainment and media sector. But it should also provide valuable insights to managers and entrepreneurs who operate in environments that share the creative uncertainty and performance ambiguity that characterize most cultural industries.

The *Radio Station* offers a concise and insightful guide to all aspects of radio broadcasting, streaming, and podcasting. This book's tenth edition continues its long tradition of guiding readers to a solid understanding of who does what, when, and why in a professionally managed station. This new edition explains what "radio" in America has been, where it is today, and where it is going, covering the basics of how programming is produced, financed, delivered and promoted via terrestrial and satellite broadcasting, streaming and podcasting, John Allen Hendricks and Bruce Mims examine radio and its future within a framework of existing and emerging technologies. The companion website is new revised with content for instructors, including an instructors' manual and test questions. Students will discover an expanded library of audio interviews with leading industry professionals in addition to practice quizzes and links to additional resources.

The Routledge Handbook of Hotel Chain Management

Inside the Music Industry

Broadcasting, Podcasting, and Streaming

The Concise Encyclopedia of American Radio

The "Serial" Podcast and Storytelling in the Digital Age

Radio Programming

Understanding Media Psychology is the perfect introductory textbook to the growing field of media psychology and its importance in society, summarizing key concepts and theories to provide an overview of topics in the field. Media is present in almost every area of life today, and is an area of study that will only increase in importance as the world becomes ever more interconnected. Written by a team of expert authors, this book will help readers to understand the structures, influences, and theories around media psychology. Covering core areas such as positive media psychology, the effects of gaming, violence, advertising, and pornography, the authors critically engage with contemporary discussions around propaganda, fake news, deepfakes, and the ways media have informed the COVID-19 pandemic. Particular care is also given to addressing the interaction between issues of social justice and the media, as well as the effects media has on both the members of marginalized groups and the way those groups are perceived. A final chapter addresses the nature of the field moving forward, and how it will continue to interact with closely related areas of study. Containing a range of pedagogical features throughout to aid teaching and student learning, including vocabulary and key terms, discussion questions, and boxed examples, this is an essential resource for media psychology courses at the undergraduate and introductory master's level globally.

Drawing on both academic research and real world practice, this book offers an in-depth investigation into the production of music documentaries broadcast on radio. Music Documentaries for Radio provides a thorough overview of how the genre has developed technically and editorially alongside a discussion of the practical production processes involved. Digital production equipment and online tools used in music documentary production are discussed in detail, outlining how the development of these technologies shapes the output of producers operating in both the public service and the commercial sectors of the industry. Drawing on his own experiences as an award-winning music documentary producer, the author also looks at how the industry views this form of radio documentary and considers how innovation and technical advances, as well as governmental regulation, have shaped the field. The book demonstrates how changing practices and technical innovations have led to the emergence of multi-skilled, freelance radio producers and how previously separate production roles have merged into one convergent, multifaceted position. Music Documentaries for Radio is an ideal resource for students and academics in the fields of radio studies, media production, documentary-making, and journalism studies.

This book documents the dramatic changes in the field of electronic media in the past decade and provides informed insights in the exciting, and changes yet to come. It examines the transition in broadcasting from analog to digital transmission and the changing business models of electronic media.

Produced in association with the Museum of Broadcast Communications in Chicago, the Encyclopedia of Radio includes more than 600 entries covering major countries and regions of the world as well as specific programs and people, networks and organizations, regulation and policies, audience research, and radio's technology. This encyclopedic work will be the first broadly conceived reference source on a medium that is now nearly eighty years old, with essays that provide essential information on the subject as well as comment on the significance of the particular person, organization, or topic being examined.

The Radio Handbook

Broadcasting the Biggest Show on Earth

All the Facts

Television in the Age of Media Convergence

A History of Information in the United States Since 1870

An Annotated Bibliography

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?'

Ecomedia: Key Issues is a comprehensive textbook introducing the burgeoning field of ecomedia studies to provide an overview of the interface between environmental issues and the media globally. Linking the world of media production, distribution, and consumption to environmental understandings, the book addresses ecological meanings encoded in media

texts, the environmental impacts of media production, and the relationships between media and cultural perceptions of the environment. Each chapter introduces a distinct type of media, addressing it in a theoretical overview before engaging with specific case studies. In this way, the book provides an accessible introduction to each form of media as well as a sophisticated analysis of relevant cases. The book includes contributions from a combination of new voices and well-established media scholars from across the globe who examine the basic concepts and key issues of ecomedia studies. The concepts of "frames," "flow", and "convergence" structure a dynamic collection divided into three parts. The first part addresses traditional visual texts, such as comics, photography, and film. The second part of the book addresses traditional broadcast media, such as radio, and television, and the third part looks at new media, such as advertising, video games, the internet, and digital renderings of scientific data. In its breadth and scope, *Ecomedia: Key Issues* presents a unique survey of rich scholarship at the confluence of Media Studies and Environmental Studies. The book is written in an engaging and accessible style, with each chapter including case studies, discussion questions and suggestions for further reading.

In four volumes, this set analyses some key aspects of radio broadcasting. From the earliest days of radio and the impact of religious broadcasting, to the development of audience research, from the cultural importance of radio, to the modern strategies evolved for radio programming, the works collected here form a remarkable research tool into the analysis of radio.

This lively book focuses on how different Jewish, Muslim, and Christian communities engage with new media. Rather than simply reject or accept new media, religious communities negotiate complex relationships with these technologies in light of their history and beliefs. Heidi Campbell suggests a method for studying these processes she calls the "religious-social shaping of technology" and students are asked to consider four key areas: religious tradition and history; contemporary community values and priorities; negotiation and innovating technology in light of the community; communal discourses applied to justify use. A wealth of examples such as the Christian e-vangelism

movement, Modern Islamic discourses about computers and the rise of the Jewish kosher cell phone, demonstrate the dominant strategies which emerge for religious media users, as well as the unique motivations that guide specific groups.

The SAGE Handbook of Television Studies

Reading Beyond the Book

Routledge Library Editions: Radio

Radio Modernisms

Making Radio

Features, Cultures and the BBC

Sound Media considers how music recording, radio broadcasting and muzak influence people's daily lives and introduces the many and varied creative techniques that have developed in music and journalism throughout the twentieth century. Lars Nyre starts with the contemporary cultures of sound media, and works back to the archaic soundscapes of the 1870s. The first part of the book devotes five chapters to contemporary digital media, and presents the internet, the personal computer, digital radio (news and talk) and various types of loudspeaker media (muzak, DJ-ing, clubbing and PA systems). The second part examines the historical accumulation of techniques and sounds in sound media, and presents multitrack music in the 1960s, the golden age of radio in the 1950s and back to the 1930s, microphone recording of music in the 1930s, the experimental phase of wireless radio in the 1910s and 1900s, and the invention of the gramophone and phonograph in the late nineteenth century. Sound Media includes a soundtrack CD with thirty-six examples from broadcasting and music recording in Europe and the USA, from Edith Piaf to Sarah Cox, and is richly illustrated with figures, timelines and technical drawings.

Understanding the global hotel business is not possible without paying specific attention to hotel chain management and dynamics. Chains are big business, approximately 80 percent of hotels currently being constructed around the world are chain affiliated and, in 2014, the five largest brands held over a one million rooms. The high economic importance of the hotel chains and their global presence justifies the academic research in the field however, despite this, there is no uniform coverage in the current body of literature. This Handbook aids in filling the gap by exploring and critically evaluates the debates, issues and controversies of all aspects of hotel chains from their nature, fundamentals of existence and operation, expansion, strategic and operational aspects of their activities and geographical presence. It brings together leading specialists from range of disciplinary backgrounds and regions to provide state-of-the-art theoretical reflection and empirical research on current issues and future debates. Each of the five inter-related section explores and evaluates issues that are of extreme importance to hotel chain management, focusing on theoretical issues, the expansion of hotel chains, strategic and operational issues, the view point of the individual affiliated hotel and finally the current and

future debates in the theory and practice of hotel chain management arising from globalisation, demographic trends, sustainability, and new technology development. It provides an invaluable resource for all those with an interest in hotel management, hospitality, tourism and business encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for students, researchers and academics of Hospitality as well as those of Tourism, Marketing, Business and Events Management.

"Genuinely transnational in content, as sensitive to the importance of production as consumption, covering the full range of approaches from political economy to textual analysis, and written by a star-studded cast of contributors" - Emeritus Professor Graeme Turner, University of Queensland "Finally, we have before us a first rate, and wide ranging volume that reframes television studies afresh, boldly synthesising debates in the humanities, cultural studies and social sciences...This volume should be in every library and media scholar's bookshelf." - Professor Ravi Sundaram, Centre for the Study of Developing Societies Bringing together a truly international spread of contributors from across the UK, US, South America, Mexico and Australia, this Handbook charts the field of television studies from issues of ownership and regulation through to reception and consumption. Separate chapters are dedicated to examining the roles of journalists, writers, cinematographers, producers and manufacturers in the production process, whilst others explore different formats including sport, novella and soap opera, news and current affairs, music and reality TV. The final section analyses the pivotal role played by audiences in the contexts of gender, race and class, and spans a range of topics from effects studies to audience consumption. The SAGE Handbook of Television Studies is an essential reference work for all advanced undergraduates, graduate students and academics across broadcasting, mass communication and media studies.

Fundamental beliefs is what the reader will be exploring here -- a common understanding of what the radio enterprise 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 realities of the radio business in regard to entertainment programming -- a set of beliefs that may or may not be right, true, or forever, but that might at least provide a basis for developing programming strategies. This second edition of Future Radio Programming Strategies seeks to answer the question: "What do listeners really want from radio?" Some of the answers are derived from "users-and-gratifications" research in the mass media. Instead of focusing on what mass media do to people, the users-and-gratifications perspective seeks to discover what people do with mass media. The functionalist viewpoint of such research basically says that a medium is best defined by how people use it. Having looked at some of the audience research that comes from sources other than the standard ratings companies, the book then goes on to demonstrate new ways that formats, production procedures, and announcing styles can meet audience needs and desires. Although the volume concludes with several original methods for selecting and presenting airplay music based on the audience's moods and emotional needs, it does not insist upon a singular, formulaic approach for constructing or modifying a music format. Instead, it attempts to involve the reader in thinking through the process of format development. Two audio tapes are also available for use with the book. The tapes contain nearly 3 hours of important, detailed

information and provocative points from the book. Exclusive audio examples include: * the sense of acoustic space in music; * hi-fi versus lo-fi listening environments; * subjective perception of the announcer's distance from the listener; * audio editing rates; * comparison of luxury versus inexpensive car listening experiences; and * the components of emotions that are expressed vocally. The tapes also include new sections about the threats to traditional radio from specialized digital audio services, competition for the listener's attention from computer-based media, and additional proof of how music can be chosen on the basis of listeners' emotional reactions and mood needs.

Creativity, Process, and Business

A Concise History of American Broadcasting

Understanding Media Psychology

Encyclopedia of Radio 3-Volume Set

Sound Media

Head's Broadcasting in America

Tracing the history of reality TV from Candid Camera to The Osbournes, *Understanding Reality Television* examines a range of programmes which claim to depict 'real life'.

This volume analyzes the Serial podcast, situating it in the trajectory of other popular crime narratives and contemporary cultural theory. Contributors focus on topics such as the ethics of the use of fiction techniques in investigative journalism, the epistemological overlay of postmodern indeterminacy, and the audience's prolific activity in social media, examining the competing narrative strategies of the narrators, characters, and the audience. Other topics considered include the multiplication of narratives and the longing for closure, how our minds work as we experience true crime narratives, and what critical race theory can teach us about the program's strategies.

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.

First published in 1991, this book presents a comprehensive annotated bibliography of radio broadcasting. Its eleven chapter-categories cover almost the entire range of radio broadcasting — with the exception of radio engineering due to its technical complexity although some of the historical volumes do encompass aspects, thus providing background material. Entries are primarily restricted to published books although a number of trade journals and periodicals are also included. Each entry includes full bibliographic information, including the ISBN or ISSN where available, and an annotation written by the author with the original text in hand.

Olympic Television

Stay Tuned

Flow TV

The Radio Station

A Survey of Electronic Media (1-download)

Future Radio Programming Strategies

On the television sponsors.

Literary culture has become a form of popular culture over the last fifteen years thanks to the success of televised book clubs, film adaptations, big-box book stores, online bookselling, and face-to-face and online book groups. This volume offers the first critical analysis of mass reading events and the contemporary meanings of reading in the UK, USA, and Canada based on original interviews and surveys with readers and event organizers. The resurgence of book groups has inspired new cultural formations of what the authors call "shared reading." They interrogate the enduring attraction of an old technology for readers, community organizers, and government agencies, exploring the social practices inspired by the sharing of books in public spaces and revealing the complex ideological investments made by readers, cultural workers, institutions, and the mass media in the meanings of reading.

Contemporary Radio Programming Strategies

Ratings Analysis

Concepts, Techniques, and Equipment

The Social Practices of Contemporary Literary Culture

Tactics and Strategy