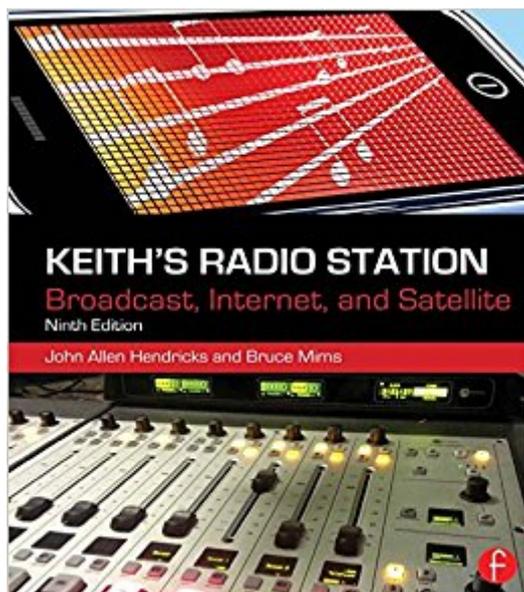


The book was found

Keith's Radio Station: Broadcast, Satellite, And Internet



Synopsis

Keith's Radio Station offers a concise and insightful guide to all aspects of radio operations, explaining the functions performed within every professionally managed station. Now in its ninth edition, this book continues its long tradition of guiding readers to a solid understanding of who does what, when, and why. 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 and delivered across a spectrum of technologies, including the newest technological trends such as streaming and podcasting, satellite, and HD Radio, John Allen Hendricks and Bruce Mims argue that the future of radio remains bright and strong as it continues to evolve with emerging technologies. New to this edition: New and updated essays from industry leaders discussing how radio is evolving in an era of rapidly changing technology A thorough examination of Internet radio, online music services, and mobile listening devices An analysis of how new technologies have fragmented the advertising dollar A discussion of station website content and promotional usage of social media A revised examination of technologically advanced strategies used in traffic and billing departments Updated, full-color photos and illustrations. The new companion website features content for both students and instructors, including an instructor's manual, lecture slides, test questions, audio examples of key concepts, quizzes for students, and links to further resources.

Book Information

File Size: 15433 KB

Print Length: 530 pages

Page Numbers Source ISBN: 0240821165

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Focal Press; 9 edition (August 7, 2014)

Publication Date: August 7, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00L59SJ7Q

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #561,065 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #180
in Kindle Store > Kindle eBooks > Engineering & Transportation > Engineering >
Telecommunications > Radio & Wireless #325 in Books > Crafts, Hobbies & Home > Crafts &
Hobbies > Radio Operation #331 in Kindle Store > Kindle eBooks > Reference > Writing,
Research & Publishing Guides > Journalism

Customer Reviews

This book was in desperate need of a rewrite and finally got it--but what's left is a bloated mess. Yes, it's the main text for college radio--but that's because there isn't another book out there about the subject. For years (if not decades) the book has been outdated. Now two new authors have come in, the old author has been dumped (though his name is now in the book's title!) and they've used Keith's old outline with revisions. That was a mistake. The two authors should have just started from scratch and written a new book. The outline is a couple decades old and some of the material in the book is, believe it or not, still over 20 years old. Most shocking is how outdated the book already was when it was first published. Some of the charts and photos are at least two or three years old (using station counts from fall of 2012 in a 2014 book???) and--hold on to your reading glasses--they acknowledge that Arbitron is now called Nielsen Audio but "despite new ownership and a new name, this edition of the book will continue to refer to the entity as Arbitron." WHAT??? Are they crazy? The ratings are no longer Arbitron, so why would this new edition not make the change? How unprofessional. The book was already too long before; now it has gone from 333 to 500 pages. Then there's an index at the end that is missing many major things referred to in the book. There are also some notable gaps in the book or places where something is alluded to but not defined or explained. It's a mess and instead of simplifying for college students it tries to jam in all sorts of unimportant details. The authors seemed to write this more for industry managers, not students.

[Download to continue reading...](#)

Keith's Radio Station: Broadcast, Satellite, and Internet The Radio Station: Broadcast, Satellite and Internet The Radio Station: Broadcast, Satellite & Internet Ham Radio: Ultimate Ham Radio Beginners To Expert Guide: Easy Step By Step Instructions And Vital Knowledge To Start Using Your Ham Radio Today! (Ham Radio, Ham ... Radio License Manual, Ham Radio For Dummies) Ham Radio Guide Quick Start Ham Radio Guide- From Beginner To Advanced: (Ham Radio Study Guide, Dummy Load Ham Radio) (Home Ham Radio, Ham Radio Book) Start a TV Station: Learn How to Start Satellite, Cable, Analog and Digital Broadcast TV Channels and Ham Radio: The

Ultimate Ham Radio Guide - How To Set Up And Operate Your Own Ham Radio Station (Survival, Communication, Self Reliance) Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio Ham Radio: The Ultimate Guide to Learn Ham Radio In No Time (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments) (Radio, guide, reference books,how to operate Book 1) The SBE Broadcast Engineering Handbook: A Hands-on Guide to Station Design and Maintenance Communications at Sea: Marine Radio, Email, Satellite, and Internet Services Broadcast News (with InfoTrac) (Wadsworth Series in Broadcast and Production) International Shortwave Broadcast Guide: Summer 2016 (Semi-Annual International Shortwave Broadcast Guides) The Radio Amateur's Satellite Handbook (Radio Amateur's Library;, Publication No. 232) ESP8266: Programming NodeMCU Using Arduino IDE - Get Started With ESP8266: (Internet Of Things, IOT, Projects In Internet Of Things, Internet Of Things for Beginners, NodeMCU Programming, ESP8266) Ham Radio: The Ultimate Ham Radio QuickStart Guide - From Beginner To Expert (Survival, Communication, Self Reliance, Ham Radio) Ham Radio: Ultimate User Guide 2016 (Survival, Communication, Self Reliance, Ham Radio, ham radios, ham radio for beginners, self reliance) Ham Radio: Advanced Guide (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments, Radio, guide, reference books) Innovations in Satellite Communication and Satellite Technology Satellite Communications Systems Engineering: Atmospheric Effects, Satellite Link Design and System Performance

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)