



The Radio Station: Broadcast, Satellite & Internet

Michael C Keith

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The bible for beginning radio professionals. A complete guide to the internal workings of radio stations and the radio industry.

Readers new to radio understand how each job is best performed, and 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 Radio Station* details all departments within a radio station.

Topics explained include satellite radio, Web radio, AM stereo, cable and podcasting. Also, mergers and consolidation, future prospects, new digital technologies. This edition is loaded with new illustrations, feature boxes and quotes from industry pros.

Going strong after 20 years, *The Radio Station* is now in its seventh edition and long 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, explaining the functions performed successfully within every well-run station.

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