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Nota di contenuto	Cover; RADIO: The Book; Copyright; CONTENTS; PREFACE; ABOUT THE AUTHOR; 1 THE LISTENERS; IN TOUCH WITH THEM; LISTENERS AS A RESOURCE; SO HERE'S WHAT I'M GETTING AT; 2 BASIC RADIO REALITIES; GETTING STARTED; SALES; TECHNOLOGY; RADIO IS A SECONDARY MEDIUM; A FEW RULES AND REGULATIONS; 3 RADIO AS A CAREER; CAN RADIO REALLY BE A CAREER?; Be Flexible; Have a Passion for Radio; Drop-Ins; Career Part-Timers; Radio Schools; College; SO YOU WANT A JOB IN RADIO? SHOW ME WHAT YOU'VE GOT; THE AIR CHECK; Always Have a Current Air Check; The Air Check Should Be a Composite; Don't Overedit 10 to 15 Seconds of Each SongMake Music Segues Smooth; Short Breaks First; Ideal Length: 7 to 10 Minutes; Commercials/Production on Another Track; THE RESUME; One Page; Keep It Current; Neatness Counts; Alternate Contact; Group Similar Items; Avoid Nonindustry References; School and Study; Guarantee Delivery; No Form Letter; Follow-Up; A Secret; A Word to Management and Owners; NEGOTIATING; Nonpersonality Stations; Personality Stations; Personal Interview; Versatility vs Specialization; Know the Difference; GETTING

OUT OF A JOB: NEGOTIATING; BEING AN ON-THE-AIR PROGRAM DIRECTOR
THE ANNOUNCER: MESSENGER OR MESSIAH4 THE MUSIC AND THE TALK; FORMATS; Music Formats; Nonmusic Formats; FINDING A FORMAT NICHE; CHANGING FORMAT; MUSIC ROTATIONS; Pyramid; Rectangle; ROTATION CYCLES; Segment of Time Cycles; MUSIC TEMPO; THE GREAT MUSIC SHIFT; DAYPARTS AND DAYPARTING; VIRTUAL PROGRAMMING; ABOUT COMMERCIALS; PUBLIC SERVICE ANNOUNCEMENTS; 5 RESEARCH; MARKET AND MUSIC RESEARCH; Read This; Now, Read It Again; RESEARCH CAN GIVE YOU RESULTS ONLY FOR MATERIAL YOU DECIDE TO TEST; HOW TO USE RESEARCH; WHAT ROLE SHOULD RESEARCH PLAY?; WHAT OTHER INTERESTS DO RESEARCH COMPANIES HAVE?
ALL ABOUT THE RADIO RATINGS Cume; Average Quarter Hours (AQH); Time Spent Listening (STL); The Arbitron Portable People Meter (PPM); Other Ratings Data; Summary; Other Ratings History; RATINGS SECRETS AND STRATEGY; HEY LISTENERS! ALL ABOARD!; WHEN THE RATINGS BOOK ARRIVES; Cume; Share; Rating; OTHER THINGS TO WATCH FOR; ABOUT ROLLING AVERAGES; DIARY KEEPING; WORKING WITH A CONSULTANT; 6 BRANDING AND MARKETING; THE STATION IDENTITY; The Fun Radio Station; News and Information Identity; Contest Image; Public Service Image; Negative Identity; Other Identities; STATION RESOURCES
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THE INTERNET AND INTERNET RADIO

Sommario/riassunto

As entertaining as it is educational, Radio: The Book is a must-have guide to success for anyone interested in a career in radio. Providing a wealth of information and relating his own personal experiences, veteran radio personality, Program Director and Programming Consultant Steve Warren shares trade secrets and industry know-how that would usually take years to accumulate through experience. An invaluable advantage over your competition, this "cheat-sheet" for the radio programmer includes practical advice regarding: Radio as a career--from tips on getting
