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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

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