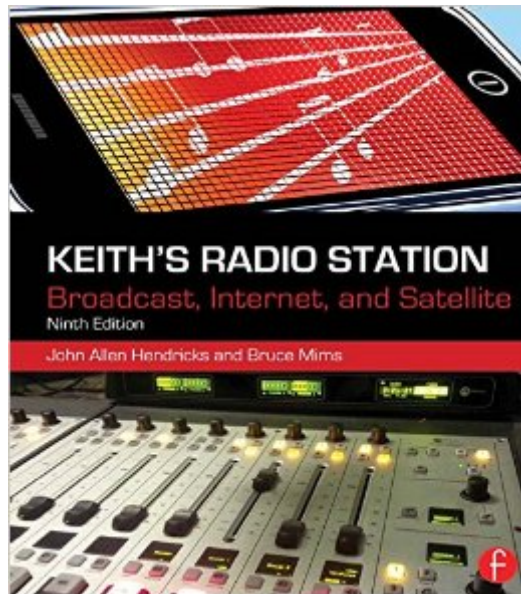


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# Keith's Radio Station: Broadcast, Satellite, And Internet



## 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

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## 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 For years (if not decades) the book has been outdated.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.

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