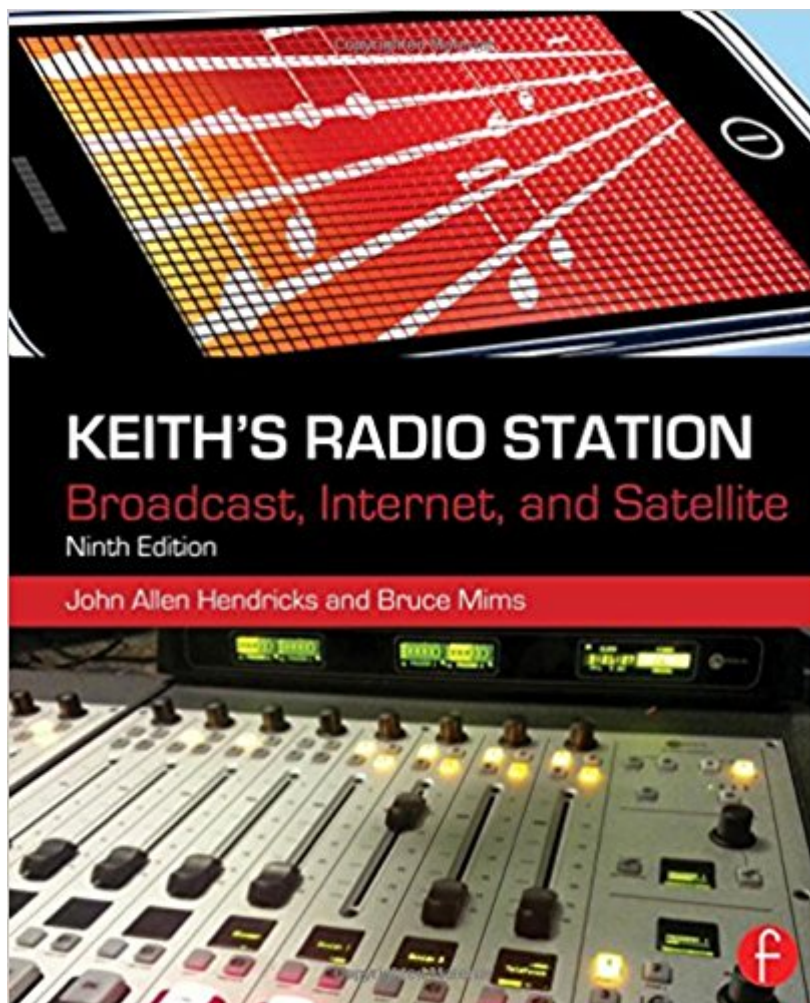


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# Keith's Radio Station: Broadcast, Internet, And Satellite



## 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: [www.focalpress.com/cw/hendricks](http://www.focalpress.com/cw/hendricks) (coming August 7)

## Book Information

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## Customer Reviews

Hendricks and Mims are to be congratulated for a superb update to Keith's long-successful text. Keith's Radio Station has been given a fresh makeover, written in a student friendly and engaging manner with every chapter updated to reflect the latest trends and issues in radio. - Michael Brown, Professor, University of Wyoming, USA  
In the current era, when we're bombarded by new media inventions, it's easy to forget that nothing replaces the ubiquity and potency of audio whether it's distributed as traditional radio or via other platforms. Those who seek a thorough understanding of radio's borderless power and how to master it need to read the this-just-in (as we say on the radio) edition of Keith's Radio Station. - Peter Laufer, James Wallace Chair in Journalism, University of Oregon, USA

John Allen Hendricks (Ph.D., University of Southern Mississippi) has nearly twenty years of experience as an electronic media educator. He currently serves as Chair of the Department of Mass Communication and holds the rank of Professor at Stephen F. Austin State University, in Nacogdoches, Texas. He is the author/editor of eight books including The Palgrave Handbook of Global Radio. Dr. Hendricks has experience in both commercial and noncommercial radio. Bruce Mims (Ph.D., University of Southern Mississippi) began his career as an electronic media educator in 1977. He currently holds the rank of Professor at Southeast Missouri State University in Cape Girardeau, Missouri. Dr. Mims began his commercial radio broadcasting career in 1971 and transitioned to public radio broadcasting seven years later. Since 1989 he has served as Faculty Advisor to the student radio station licensed to Southeast.

Excelent

Great book!

This book was purchased for my daughter's communications class. When I searched for it online to rent, it was more than it cost me to purchase on . It was in great shape, really better than we expected.

Informative.so far I am enjoying .graduated from Broadcasting school in 1995, I worked in radio for about 2 years.I am trying to get back in it,this book is just the eye opener I needed.

This book is great for anybody who is learning about doing radio or a DJ like me who needs tips

now and then. (:

Fast delivery and exactly what was described. No rips or tears in the book at all!

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. The fact that Randy Michaels is quoted throughout, along with the author's subjective "rah-rah" cheering for how great the radio business is going, ignores some of the dark realities of the medium. This rewrite needs a couple good editors and needs restructuring. Instead of improving what's considered a classic, the new authors have only created more problems.

This is a comprehensive overview of the radio industry complete with historical perspective combined with today's real world examples. The work was originally undertaken by Michael Keith and Joseph Krause in the mid-1980s, handled by Keith solo for the fourth through eighth editions, and now carried forward by Bruce Mims and John Allen Hendricks. That's the ninth edition says volumes about the value of the book in the undergraduate classroom. It maintains continuity from earlier editions and, like the others, is brought up to date. Anyone who has used the previous editions will appreciate the full color photos and

clean graphics printed on stock that pleases the eye. Instructors tend to focus their courses of study based on their view of the world of broadcasting. This volume serves that well, offering the opportunity to cherry-pick topics for the classroom to get students ready for the workplace: management, programming, commercials, promotion, and emerging technology. For the instructor who prefers an historical perspective, that's here, too, reminding the reader that basics of the audio medium remain the same, even as technology swirls around radio and its distribution. Radio's effectiveness is its ability to connect a communicator with an audience for entertainment, information and commerce. Ed Shane Shane Media

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