ELECTRONIC MEDIA PROGRAMMING

STRATEGIES AND DECISION MAKING



RAYMOND L. CARROLL . DONALD M. DAVIS

Electronic Media Programming Strategies And Decision Making

Guzzetti, Barbara, Lesley, Mellinee

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Electronic Media Programming Raymond L. Carroll, Donald M. Davis, 1993 This text focuses on strategies for programming small market local stations rather than the major networks and it explores the wide range of choices and options available to the programmer The authors include discussions of both radio and television in each chapter and aim to make the instruction immediately applicable to real business programming considerations Electronic Media Programming highlights important economic issues emphasizing and exploring effective marketing research and audience analysis in making programming decisions Electronic Media Management, Revised Peter Pringle, Michael F Starr, 2013-06-26 The fifth edition of a classic text features important updates that reflect the enormous changes that have taken place in recent years the Internet as an important information transmission format that is here to stay and convergence among media This edition features thorough discussions on the Internet and convergence as well as reflects the latest information on broadcast and cable regulations and policies It also includes a fresh batch of case studies and study questions As in previous editions this book also covers management theory audience analysis broadcast promotion and marketing **Mass Communications Research Resources** Christopher H. Sterling, James K. Bracken, Susan B. Hill, 2016-05-06 This reference book is designed as a road map for researchers who need to find specific information about American mass communication as expeditiously as possible Taking a topical approach it integrates publications and organizations into subject focused chapters for easy user reference The editors define mass communication to include print journalism and electronic media and the processes by which they communicate messages to their audiences Included are newspaper magazine radio television cable and newer electronic media industries Within that definition this volume offers an indexed inventory of more than 1 400 resources on most aspects of American mass communication history technology economics content audience research policy and regulation The material featured represents the carefully considered judgment of three experts two of them librarians plus four contributors from different industry venues The primary focus is on the domestic American print and electronic media industries Although there is no claim to a complete census of all materials on print journalism and electronic media what is available is now too vast for any single guide the most important and useful items are here The emphasis is on material published since 1980 though useful older resources are included as well Each chapter is designed to stand alone providing the most important and useful resources of a primary nature organizations and documents as well as secondary books and reports In addition online resources and internet citations are included where possible Perspectives on Radio and **Television** F. Leslie Smith, David H. Ostroff, John W. Wright, 2023-05-31 This textbook describes the field of radio and

television in the United States presents the material in a manner the reader can grasp and enjoy and makes the book useful for the classroom teacher Written for adaptation to individual teaching situations the book is divided by subject matter into logical chapter divisions that can be assigned in the order appropriate for specific course students Each chapter stands by itself but the book is also an integrated whole It is easy to understand at first reading by beginning radio television majors or nonmajor elective students alike To give readers a complete picture of the field subjects such as ethics careers and rivals to U S commercial radio and television are included Television Across Europe Jan Wieten, Graham Murdock, Peter Dahlgren, 2000-12-11 Combining institutional textual and audience analysis this book introduces students to the factors which have shaped television s development in contemporary Europe and invites them to assess the issues that are at stake in its future Divided into three parts the book moves from the European broadcasting environment through current patterns and trends in programming and programme making to TV genres and issue specific broadcasting Incorporating a range of pedagogical devices boxes of key facts activities and notes for further reading Television across Europe offers an essential introductory guide to television in Western Europe **Encyclopedia of Radio 3-Volume Set** Christopher H. Sterling, 2004-03-01 Produced in association with the Museum of Broadcast Communications in Chicago the Encyclopedia of Radio includes more than 600 entries covering major countries and regions of the world as well as specific programs and people networks and organizations regulation and policies audience research and radio s technology This encyclopedic work will be the first broadly conceived reference source on a medium that is now nearly eighty years old with essays that provide essential information on the subject as well as comment on the significance of the particular person organization or topic being examined Management of Electronic Media Alan B. Albarran, 1997 Driven by a variety of forces the process of management for the electronic media has changed dramatically. The text presents a modern approach to management Instead of addressing management of each of the media separately the author asserts that a basic set of skills which apply to all media must first be learned before the specific needs of each industry are presented **The Radio Station** Michael C. Keith, 2007 Publisher description Ratings Analysis James Webster, Patricia Phalen, Lawrence Lichty, Lawrence W. Lichty, Patricia F. Phalen, 2005-10-18 Ratings Analysis The Theory and Practice of Audience Research provides a thorough and up to date presentation of the ratings industry and analysis processes It serves as a practical guide for conducting The Radio Station John Hendricks, Bruce Mims, 2018-05-01 The Radio Station audience research offering readers the to offers a concise and insightful guide to all aspects of radio broadcasting streaming and podcasting This book s tenth edition continues its long tradition of guiding readers to a solid understanding of who does what when and why in a professionally managed station 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 delivered and promoted via terrestrial and satellite broadcasting streaming and podcasting John Allen Hendricks and Bruce Mims examine radio and its future within a framework of existing

and emerging technologies The companion website is new revised with content for instructors including an instructors manual and test questions Students will discover an expanded library of audio interviews with leading industry professionals in addition to practice guizzes and links to additional resources Electronic Media Management Peter K. Pringle, Michael F. Starr, William E. McCavitt, 1995 This new edition reflects the changing practices and priorities including new regulations and guidelines updates of broadcast programming and a vision of what is to come in electronics media management in the Journalism in the Digital Age John Herbert, 1999-11-03 Provides the practical techniques and theoretical knowledge that underpin the fundamental skills of a journalist It also takes a highly modern approach as the convergence of broadcast print and online media require the learning of new skills and methods The book is written from an international perspective with examples from around the world in recognition of the global marketplace for today s media This is an essential text for students on journalism courses and professionals looking for a reference that covers the skill technology and knowledge required for a digital and converged media age The book s essence lies in the way essential theories such as ethics and law are woven into practical newsgathering and reporting techniques as well as advice on management skills for The SAGE Handbook of journalists providing the wide intellectual foundation which gives credibility to reporting Television Studies Manuel Alvarado, Milly Buonanno, Herman Gray, Toby Miller, 2014-12-09 Genuinely transnational in content as sensitive to the importance of production as consumption covering the full range of approaches from political economy to textual analysis and written by a star studded cast of contributors Emeritus Professor Graeme Turner University of Queensland Finally we have before us a first rate and wide ranging volume that reframes television studies afresh boldly synthesising debates in the humanities cultural studies and social sciences This volume should be in every library and media scholar's bookshelf Professor Ravi Sundaram Centre for the Study of Developing Societies Bringing together a truly international spread of contributors from across the UK US South America Mexico and Australia this Handbook charts the field of television studies from issues of ownership and regulation through to reception and consumption Separate chapters are dedicated to examining the roles of journalists writers cinematographers producers and manufacturers in the production process whilst others explore different formats including sport novella and soap opera news and current affairs music and reality TV The final section analyses the pivotal role played by audiences in the contexts of gender race and class and spans a range of topics from effects studies to audience consumption The SAGE Handbook of Television Studies is an essential reference work for all advanced undergraduates graduate students and academics across broadcasting mass communication and media studies Keith's Radio Station John Allen Hendricks, Bruce Mims, 2014-08-07 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

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