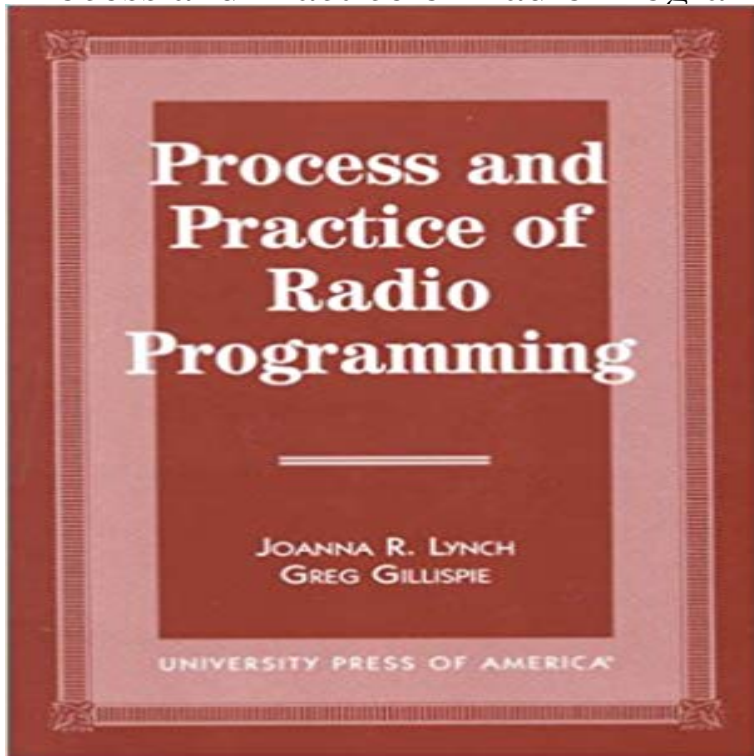


Process and Practice of Radio Programming



Rapid changes in the radio industry in recent years have brought new challenges to radio program directors. This book addresses these changes, and provides case studies from some of the most respected broadcasters in the industry. Process and Practice of Radio Programming examines all aspects of a radio programmer's job. Among the topics discussed are: creating a program clock, developing an ear for selecting tomorrow's hits, hiring, managing, and working (airchecking) with talent, image creation, marketing a station, ratings and research, working with sales, promotions, news, new technologies--including Virtual Radio Programming, surviving within a multipoly situation, how to compete competitively with other stations in the market, understanding obligations to the FCC, developing relationships with record companies, clients, marketing and research firms, and others as well as learning how to program to a target audience.

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