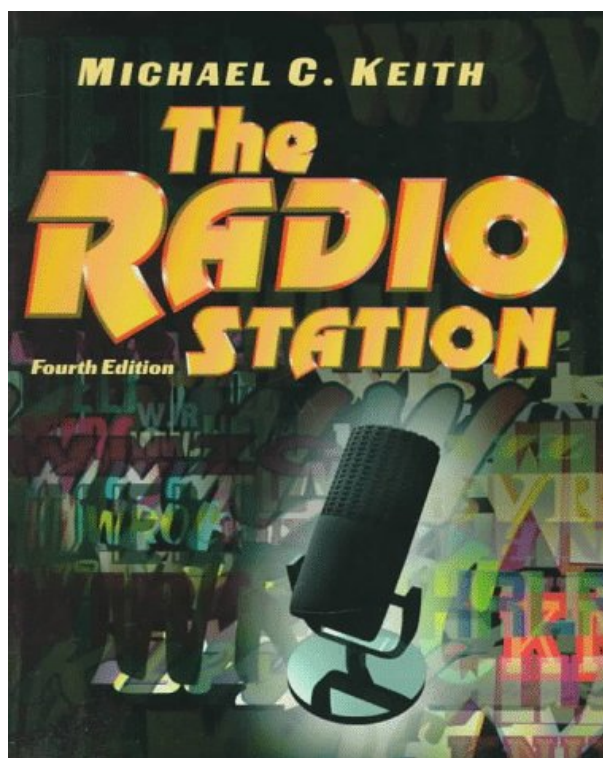
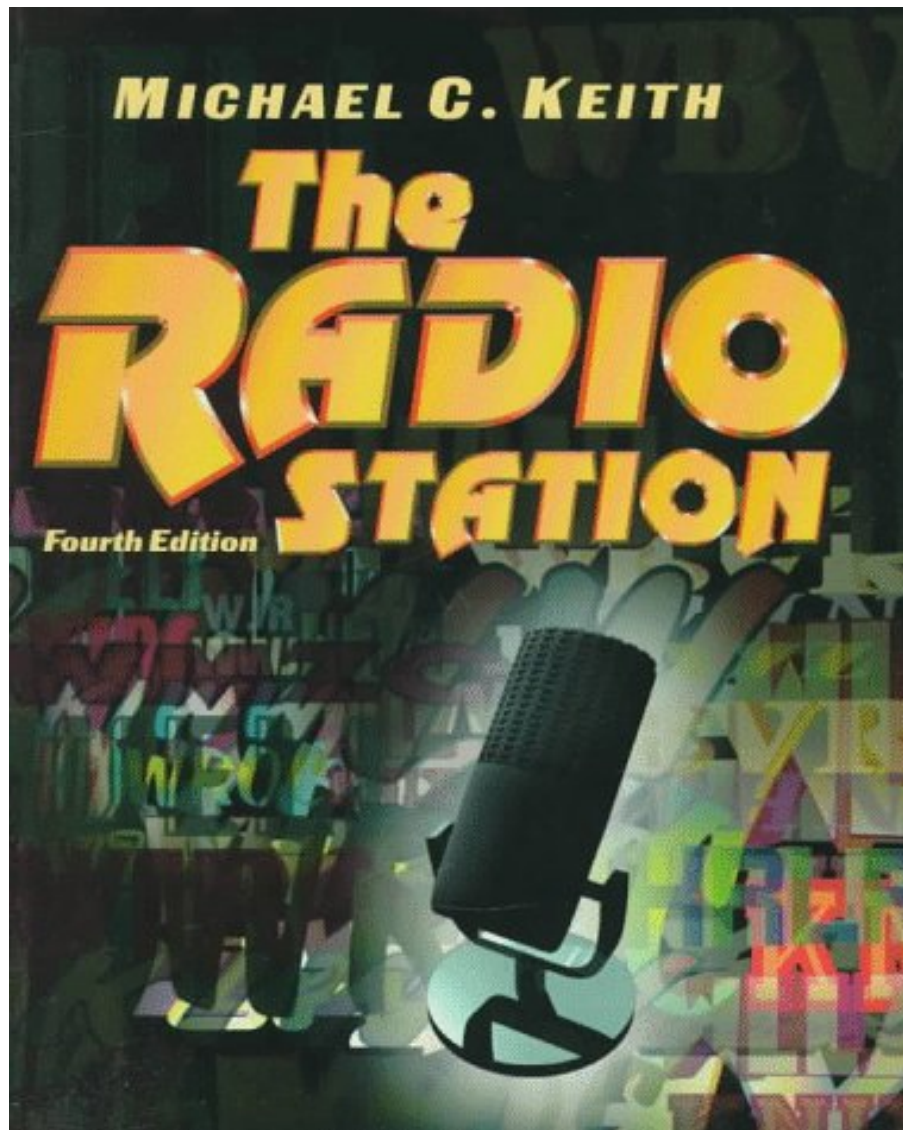


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MICHAEL C KEITH**



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## Review

excellent illustrations

"After spending 20 years in radio, this is the best book I have ever come across on broadcasting. Unquestionably, this writer knows the business inside-out. A wonderful job!"

-John J. Pietro, Worcester State College

## From the Publisher

For readers uncertain of career goals, this book provides a solid understanding of who does what, when, and why. In a fresh and engaging style, *The Radio Station, Fifth Edition*, covers in detail all departments within a radio station.

## About the Author

Michael C. Keith, Ph.D., ranks among the most prolific authors on the subject of broadcast media, in particular radio. He is a member of the Communication Department at Boston College and is author of over twenty books, including *Voices in the Purple Haze*, *Signals in the Air*, *Talking Radio*, *Radio Cultures*, and *Sounds in the Dark*. With Robert Hilliard he has co-authored *The Broadcast Century and Beyond*, *Waves of Rancor*, *Dirty Discourse*, *Global Broadcasting Systems*, and *The Hidden Screen*. With Christopher Sterling he co-authored *Sounds of Change: FM Broadcasting in America*. In addition, he is the author of numerous journal articles and has served in a number of editorial positions. He is the past Chair of Education for the Museum of Broadcast Communications, the inaugural chair of the Broadcast Education Association's Radio Division, and a former broadcaster. He is the recipient of several honors, including the Distinguished Scholar Award given by the Broadcast Education Association in 2008, and the Stanton Fellow Award given by the International Radio Television Society. He is the author of a critically acclaimed memoir, *The Next Better Place: A Father and Son on the Road* (Algonquin Press), in 2003. Visit the author's website: [www.michaelckeith.com](http://www.michaelckeith.com).

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# **THE RADIO STATION, 4TH EDITION BY MICHAEL C KEITH PDF**

Ten years after its original publication, *The Radio Station*, now in its fourth edition, is considered the standard work on this audio medium. It remains a concise and candid guide to the internal workings of radio stations and the radio industry. A comprehensive blueprint, this book details the functions performed successfully within every well-run station. Not only will readers understand how each job is best performed, they will know how it meshes with those of the rest of the radio station staff. For readers uncertain of career goals, this book provides a solid foundation in who does what, when, and why. In a fresh and engaging style, *The Radio Station, Fourth Edition*, details all departments within a radio station, including:

Station management  
Programming  
Sales  
News  
Research promotion  
Traffic and billing  
Production  
Engineering  
Consulting and syndication

The fourth edition updates and expands this classic text acclaimed by radio educators and practitioners from around the United States. New sections on radio and the Internet, AM stereo, cable and satellite radio, niche formats, mergers and consolidation, future prospects, and digital technology, as well as new illustrations, feature boxes and quotes from industry pros bring the reader into the present world of the radio station, providing insight into this ever-changing field.

Michael C. Keith is professor of communication at Boston College. He has also taught at George Washington University, Emerson College, and Marquette University, and has served as chair of Education at the Museum of Broadcast Communications. He has also been employed by a dozen broadcast stations in positions ranging from manager and account executive to announcer and copywriter. He is the coauthor, with Robert L. Hilliard, of *Global Broadcasting Systems* and *The Broadcast Century* (both published by Focal Press) and the author of several books on radio including, *Signals in the Air*, the first book-length study of native broadcasting in America.

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Excellent Intro to the 'World' of Radio

By Todd Hawley

As an former DJ, I've wondered about the state of radio in this day and age. Michael Keith has done an excellent job of capturing it with this book. Mr Keith does a great job of describing radio's history, from its humble beginnings to today's world of culture of deregulation and consolidation, as well as also describing all the various departments and jobs within a station. I wish there'd been a book like this around when I was an announcer.

There are chapters devoted to programming (and various formats), sales, news, and research (always important facets that folk don't always think about), promotion, commercial production, even one on engineering (let us never forget the job the sometimes underappreciated engineers perform).

If you want to get into radio broadcasting or (like me) have an interest in the field and where it's headed you need to get this book.

6 of 6 people found the following review helpful.

Great Introduction to Radio

By Dr. W. G. Covington, Jr.

If you want to know what the radio industry is all about read this book. It is written by a veteran in the field who has published extensively on the subject, presented research at conferences, and worked in the radio

business before entering academe. Dr. Keith knows the business.

He traces trends and provides historical perspective on how things came to be as they are. Station managers would find this to be a useful resource manual. There are all kinds of subjects covered that they would face on a daily basis.

I recommend this book. I've used it in teaching at the university level over the years. Student feedback has been positive.

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A great guide to the inner workings of radio stations.

By A Customer

A concise and candid guide to the internal workings of radio stations and the industry. A comprehensive blueprint, this book details the functions performed successfully within well run radio stations.

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