



Introduction To Radio: Production and Programming

Michael H Adams, Kimberley K Massey

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Introduction to Radio: Production and Programming lays the groundwork early with a thorough introduction to basic terms and equipment. Students are then walked, step-by-step, through the production and programming processes. Once students have a "feel" for the systems, Adams and Massey explain why a radio station selects a specific programming format and then explains how to produce that programming.



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