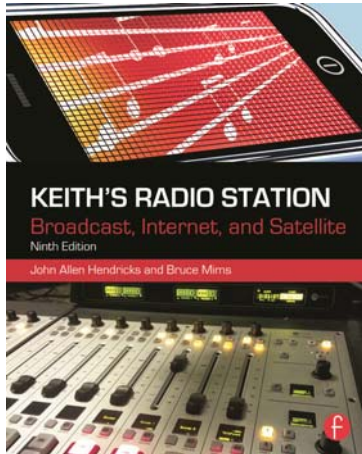


Wednesday 14th August 2014

New York, USA

Keith's Radio Station

Broadcast, Internet, and Satellite, 9th Edition



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.

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
- 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.

'Hendricks and Mims are to be congratulated for a superb update to Keith's long-successful text.' - *Michael Brown, Professor, University of Wyoming, USA*

About the Authors:

John Allen Hendricks 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*.

Bruce Mims 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.

Visit the book page at: <http://bit.ly/1AdPRB2>

9780240821160 | \$59.95 in paperback | June 2014

For more information, to arrange an interview, or to request a complimentary exam copy contact Eric Rose, Associate Marketing Manager, Focal Press

Tel: 212-216-7851 | Email: eric.rose@taylorandfrancis.com