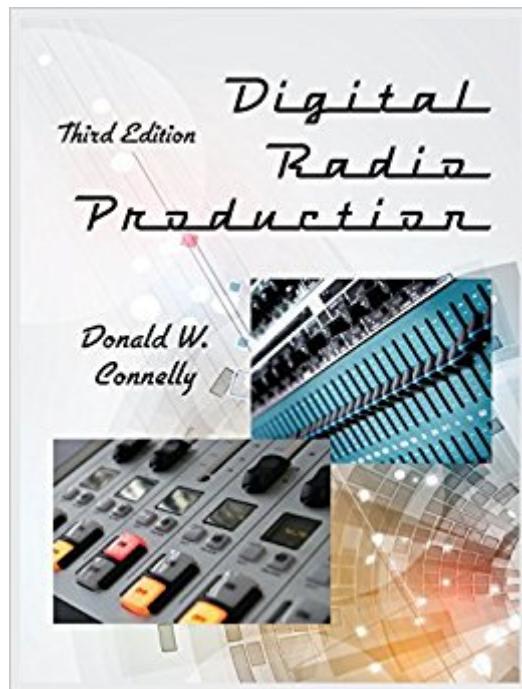


The book was found

Digital Radio Production



Synopsis

Today's broadcasting students need a well-balanced, hands-on, and relevant guide to the radio industry. Digital Radio Production provides exactly that, and more. Employing a holistic approach, Connelly shares his 20 years of experience and invaluable insights on the production person's role in a radio station. His extensive knowledge of sales, promotion, programming, announcing, and social media is thoughtfully revealed within the structures of both large and small markets. The text also focuses on the latest technologies and trends in combination with core concepts vital to a successful career in radio. Fully updated, the Third Edition enhances students' technical skills and knowledge of digital audio, recording, storage, audio processing, and special effects. Each chapter features suggested activities outside the classroom, key informative websites, and a glossary of industry terms. The text is accompanied by 93 audio examples of virtually every aspect of radio production (from microphone techniques to commercial production samples), an outstanding selection of production music that can be creatively reworked and transformed, and a custom studio-tracking session with suggested activities.

Book Information

File Size: 64299 KB

Print Length: 459 pages

Publisher: Waveland Press, Inc.; 3 edition (March 15, 2017)

Publication Date: April 28, 2017

Sold by: Digital Services LLC

Language: English

ASIN: B071V798Q8

Text-to-Speech: Not enabled

X-Ray for Textbooks: Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #393,722 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #134

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