

Yahoo Radio Guide

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The Indie Band Survival Guide Giant Path Publishing

A Guide to Commercial Radio Journalism (1999) covers every aspect of the profession, from journalistic practice to media law, and gives detailed instruction on the techniques of editing and using equipment and on the basic skills of writing, reporting and producing. There is also a whole chapter dedicated to advice on court reporting.

SPIN Taylor & Francis

Going on the road in California? While you are planning your route, are you planning what you will be listening to? Bring along The CALIFORNIA RADIO GUIDE. The CALIFORNIA RADIO GUIDE is the only paperback book available listing everything you need to know about any California radio station while traveling. Look up any station (AM or FM, public or private) & you will know the call letters, frequency, format, city, legal ID, business & request phone numbers, & any special programming they broadcast. The CALIFORNIA RADIO GUIDE is cross-referenced, listing the stations in order by call letters & frequency, & includes regional maps showing the cities where the stations are. If you are going to be outside the broadcast area of your favorite radio station, use The CALIFORNIA RADIO GUIDE to find those stations with similar formats. Staying out of town & want to know who's got your team, use The CALIFORNIA RADIO GUIDE. If you want to hear "The Rest of the Story," are interested in foreign music, or just want the evening news, look in The CALIFORNIA RADIO GUIDE. The CALIFORNIA RADIO GUIDE is a paperback book 124 pages thick, 5 1/2" wide, & 8 1/2" high. To order, please send \$10 (includes shipping & handling) per copy requested to: The California Radio Guide, 4139 A Hilaria Way, Newport Beach, CA 92663-3608.

Radio CRC Press

This guide includes information on: how to find anything, anywhere (the easy way); how to send e-mail; how to browse sports; news and travel information; how to download the latest software (for free); create you own web page, plus a directory of more than 600 web sites.

Disruption and Digital Journalism Arcadia Publishing

It's no secret today's media landscape is evolving at a fast and furious pace — and students are experiencing these developments firsthand. While students are familiar with and may be using the latest products and newest formats, they may not understand how the media has evolved to this point or what all these changes mean. This is where Media and Culture steps in. The eighth edition pulls back the curtain and shows students how the media really works, giving students the deeper insight and context they need to become informed media critics.

The Musician's Guide to Licensing Music Macmillan

Beyond the inside jokes, the fake bits and the banter, The Ticket: Full Disclosure gives you the complete low-down on how The Ticket got started. From the boys at the back of the bus to one of the most imitated sports talk radio stations on the air today, get the full story as told by the guys you tune in to hear on 1310 AM every day. On the occasion of The Ticket's 15th anniversary, Ticketheads finally have a book revealing all the history and behind-the-scenes hijinks of the Marconi-winning radio station. The ultimate bathroom book for every good, strong P1, this is the true, unvarnished Ticket story of how Mike Rhyner and the gang evolved from press-box yuk monkeys to forming the core of one of the nation's most popular radio stations.

Media and Culture Macmillan

With an example-driven, hands-on approach, New Channels of Music Distribution offers a practical, comprehensive study of the music industry's evolving distribution system. While paying careful attention to the variables that impact success, C.

Michael Brae examines the functionality and components of music distribution, as

well as the music industry as a whole. This book is a one-stop guide and resource for all musicians, performers, songwriters, and label owners in understanding all the elements and efficiency of music distribution. Through its hands-on exploration of the music business, this book provides insightful strategies for executing marketing, radio, retail campaigns, and much more. Here you will find: * Specific DIY methods and strategies for distributing music throughout every platform possible * Case studies and discussions highlighting wholesale and retail markups, pricing strategies, major chains, rack jobbers, one-stops, mom and pop stores, and other retail outlets * Tips on how to incorporate retail distribution networks supporting Soundscan and employ marketing techniques using cutting-edge web technology * Distribution methods and promotion tactics to help you increase an effective "sell-through" on your music An accompanying website (www.routledge.com/cw/brae) features examples of distribution, licensing, and co-publishing agreements, sample Midem charts, sample proposals, quiz questions, web links and key terms.

New Channels of Music Distribution John Wiley & Sons

As more students enter the growing field of sports management, there is a greater need for information informing them about their career choices. Careers in Sports provides an overview of what students should consider and expect from the varied career options available to them. This book answers the questions students are most likely to have, including what courses they should take, what areas are available to them, what salary can they expect to earn after graduation, and how they can get the job of their dreams. In the highly competitive field of sports management, it is important for individuals to prepare themselves well and to make the right decisions along the way. Although there are no guarantees of success, this book will increase students' likelihood of finding success in the sports industry. Encouraging research and realistic expectations, this book has been developed by an author with many years of experience as a respected practitioner, teacher and internship coordinator.

Webcasting Worldwide Information Today, Inc.

The Indie Band Survival Guide (2008 edition) is a tremendous resource for musicians looking to record, distribute, market, and sell their music for less than most rock stars spend on green M&M's. Musicians and web gurus Randy Chertkow and Jason Feehan cover every step of the process.

With nothing but creative talent and the Web, they've gotten tens of thousands of fans for their band, in addition to being hired to write music for film, television, theater, and other media.

The Ticket Lulu.com

Kosovo Country Study Guide - Strategic Information and Developments Volume 1 Strategic Information and Developments

The Internet For Dummies Taylor & Francis

What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them.

Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

The New York Times Guide to Essential Knowledge Rough Guides

The production of a segment of This American Life is the vehicle for an overview of many aspects of radio programming and production.

A Guide to Commercial Radio Journalism Vault Inc.

Never overwhelming anyone with its geographical size, Rhode Island has always managed to find

a niche in the broadcasting industry. From the birth of radio through the start of the department store "wars" in the 1920s, Rhode Island radio became a national trendsetter. The Shepard brothers created the Yankee Network, which launched the concept of sharing programming with affiliated stations. Several formats became standard-bearers for listening concepts throughout the country, from the Top 40 format of the 1950s and 1960s to present-day adult contemporary and sports talk radio. Rhode Island personalities and stations have played a large part in overall industry concepts and growth. Salty Brine, Sherm Strickhouser, Jack Comley, Ed Pearson, Ernie Anderson, and Don Pardo are all names and voices familiar to audiences in the Ocean State and beyond.

The Comprehensive Guide to Careers in Sports Hachette Books

From Internet radio services to online jukeboxes and music download stores, there are scores of new options for music lovers. Breeding makes sense of these options and shows readers how to make savvy use of these services. (Technology & Industrial Arts)

Media and Culture with 2013 Update St. Martin's Griffin

Presents a vast range of online travel sites as well as savvy search tips and techniques that are designed to help readers improve the travel-planning process. Readers will learn how to make the most of the Web for leisure and business travel, from planning and reservations to countless ways the Internet can enhance the experience of destinations and cultures around the world.--From publisher description.

Yahoo! the Ultimate Guide to the Web Arcadia Publishing

A step by step guide to digital marketing. It highlights the crucial steps needed to start a digital business. It's a Complete Digital Marketing Guide Book for SEO, Social Media & Brand awareness. Learn Definitive & Hidden Secrets of Digital Marketing to grow your business know that the evolution of technology is constant in our society and unfolding at warp speed. Most, if not all, technology companies have their foot firmly on the accelerator. It's predicted that by 2020, multi-billions of dollars will have been put into the technology revolution. Where does Digital Marketing fit in? The answers to Digital Marketing include the following: Conversion Rate Optimization SEO (Search Engine Optimization) SMM (Social Media Marketing) Email Marketing Internet Reputation Management Blogging Utilizing this digital marketing guide will allow you to apply the knowledge and greatly increase the success of your website & brand.

Internet Streaming of Radio Broadcasts Macmillan

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

The Music Internet Untangled Routledge

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

Get More Fans: The DIY Guide to the New Music Business Peachpit Press

A guide to effectively searching the Internet covers such topics as search engines, directories, newsgroups, image resources, and reference resources.

The Rough Guide to the Internet Billboard Books

Don't miss the 12th edition of this bestseller, fully updated and now covering social networking! Sixteen years since the publication of the first edition, this smash hit book has outsold and outlasted all the competition. See what all the excitement is about with the newest edition, The Internet For Dummies, 12th Edition. You'll not only find a lot of the basics presented in an easy-to-follow and friendly style, you'll also get the latest on social networking, security, and much more-stuff barely on the horizon a couple of years ago that now dominates the online landscape. Introduces you to what's online, how to deal with annoyances like spam and spyware, and how to control what your kids see and do online Walks you through picking a provider, getting hooked up to the Internet, and sharing a connection in your home or with other devices Gives you a guided a tour through popular Web browsers, getting good search results; finding music and video; shopping; banking; and sharing files Also covers e-mail, connecting with friends, online chats, and more Helps you find the hot social networking sites and see how to handle photo and video sharing

Using the Internet? Get thoroughly up to speed with this popular guide.

Kosovo Country Study Guide Volume 1 Strategic Information and Developments Lulu.com

Through your computer you can listen to thousands of stations your radio cannot reach, and with The Rough Guide to Internet Radio you can begin to explore this astoundingly varied world. The Rough Guide gives you