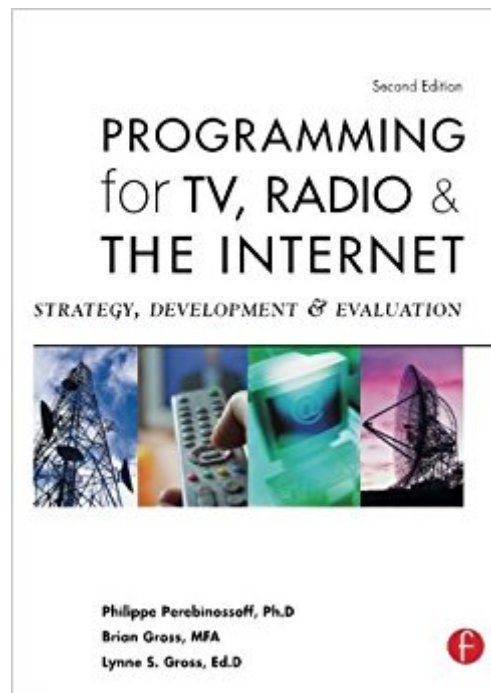




**Ebook Directory**  
the best source of ebook

The book was found

# Programming For TV, Radio & The Internet: Strategy, Development & Evaluation



## Synopsis

Where do program ideas come from? How are concepts developed into saleable productions? Who do you talk to about getting a show produced? How do you schedule shows on the lineup? What do you do if a series is in trouble? The answers to these questions, and many more, can be found in this comprehensive, in-depth look at the roles and responsibilities of the electronic media programmer. Topics include: Network relationships with affiliates, the expanded market of syndication, sources of programming for stations and networks, research and its role in programming decisions, fundamental appeals to an audience and what qualities are tied to success, outside forces that influence programming, strategies for launching new programs or saving old ones. Includes real-life examples taken from the authors' experiences, and 250+ illustrations!

## Book Information

Paperback: 344 pages

Publisher: Focal Press; 2 edition (February 26, 2005)

Language: English

ISBN-10: 0240806824

ISBN-13: 978-0240806822

Product Dimensions: 7.2 x 0.8 x 10.2 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #867,396 in Books (See Top 100 in Books) #216 in [Books > Humor & Entertainment > Television > Direction & Production](#) #459 in [Books > Humor & Entertainment > Radio > General Broadcasting](#) #765 in [Books > Humor & Entertainment > Television > Shows](#)

## Customer Reviews

This is a very solid job at describing a constantly moving target. The authors (the first and third are at California State University-Fullerton, while Brian Gross teaches out in Jakarta and has enjoyed extensive experience in all three media) help to bring ever more important Internet content into the media mainstream with their treatment. Chapters cover the history of programming in all three services (and related areas such as video games), sources of television programming, sources of radio and Internet content, development of content for each of the three, testing of audience reactions, elements of successful programming, factors influencing television programming, factors impacting radio and Internet content, scheduling strategies for each of these services, program evaluation, changing and canceling programs, and ethical issues. The book is more descriptive than

critical in approach, and helps readers get behind the scenes to better understand the players and process.

This book is spot on. As an industry professional for over 20 years, I can attest to the validity of Gross's points. I used this as a text in my graduate TV programming course at NYIT's Manhattan campus a few years back. Can't use it anymore since it is now 10 years old and Focal Press has no plans for an update.

[Download to continue reading...](#)

Ham Radio Guide Quick Start Ham Radio Guide- From Beginner To Advanced: (Ham Radio Study Guide, Dummy Load Ham Radio) (Home Ham Radio, Ham Radio Book) Ham Radio: Ultimate Ham Radio Beginners To Expert Guide: Easy Step By Step Instructions And Vital Knowledge To Start Using Your Ham Radio Today! (Ham Radio, Ham ... Radio License Manual, Ham Radio For Dummies) Programming for TV, Radio & The Internet: Strategy, Development & Evaluation Android: Programming in a Day! The Power Guide for Beginners In Android App Programming (Android, Android Programming, App Development, Android App Development, ... App Programming, Rails, Ruby Programming) Programming #8: C Programming Success in a Day & Android Programming In a Day! (C Programming, C++ programming, C++ programming language, Android , Android Programming, Android Games) Programming #57: C++ Programming Professional Made Easy & Android Programming in a Day (C++ Programming, C++ Language, C++ for beginners, C++, Programming ... Programming, Android, C, C Programming) ESP8266: Programming NodeMCU Using Arduino IDE - Get Started With ESP8266: (Internet Of Things, IOT, Projects In Internet Of Things, Internet Of Things for Beginners, NodeMCU Programming, ESP8266) Beyond Powerful Radio: A Communicator's Guide to the Internet Age\_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio Android: App Development & Programming Guide: Learn In A Day! (Android, Rails, Ruby Programming, App Development, Android App Development, Ruby Programming) Ham Radio: The Ultimate Guide to Learn Ham Radio In No Time (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments) (Radio, guide, reference books, how to operate Book 1) Apps: Mobile App Trends in 2015 (iOS, Xcode Programming, App Development, iOS App Development, App Programming, Swift, Without Coding) ((Android, Android ... App Programming, Rails, Ruby Programming)) R Programming: Learn R Programming In A DAY! - The Ultimate Crash Course to Learning the Basics of R Programming Language In No Time (R, R Programming, ... Course, R Programming Development Book 1) Programming #45: Python Programming Professional Made Easy & Android Programming In a Day! (Python Programming,

Python Language, Python for beginners, ... Programming Languages, Android Programming)  
Android: Programming & App Development For Beginners (Android, Rails, Ruby Programming, App Development, Android App Development) SWIFT: PROGRAMMING ESSENTIALS (Bonus Content Included): Learn iOS development! Code and design apps with Apple's New programming language TODAY (iOS development, swift programming) Programming: Computer Programming for Beginners: Learn the Basics of Java, SQL & C++ - 3. Edition (Coding, C Programming, Java Programming, SQL Programming, JavaScript, Python, PHP) Raspberry Pi 2: Raspberry Pi 2 Programming Made Easy (Raspberry Pi, Android Programming, Programming, Linux, Unix, C Programming, C+ Programming) DOS: Programming Success in a Day: Beginners guide to fast, easy and efficient learning of DOS programming (DOS, ADA, Programming, DOS Programming, ADA ... LINUX, RPG, ADA Programming, Android, JAVA) ASP.NET: Programming success in a day: Beginners guide to fast, easy and efficient learning of ASP.NET programming (ASP.NET, ASP.NET Programming, ASP.NET ... ADA, Web Programming, Programming) C#: Programming Success in a Day: Beginners guide to fast, easy and efficient learning of C# programming (C#, C# Programming, C++ Programming, C++, C, C Programming, C# Language, C# Guide, C# Coding)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)