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

Second Edition

PROGRAMMING
for TV, RADIO &
THE INTERNET

STRATEGY, DEVELOPMENT & EVALUATION

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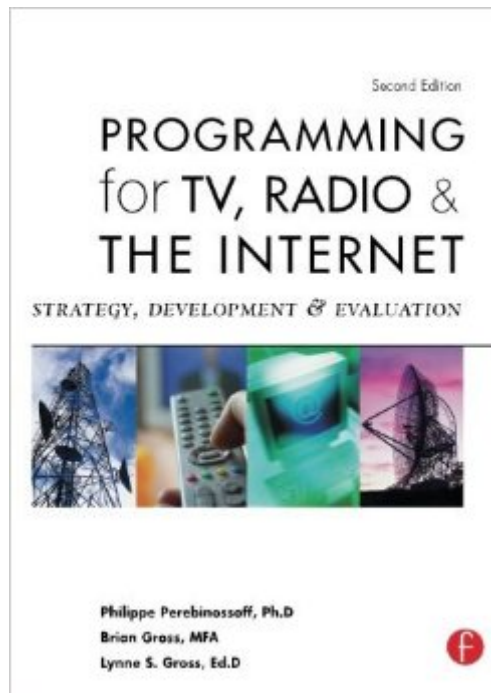
Synopsis

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!

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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 thisas 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.

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