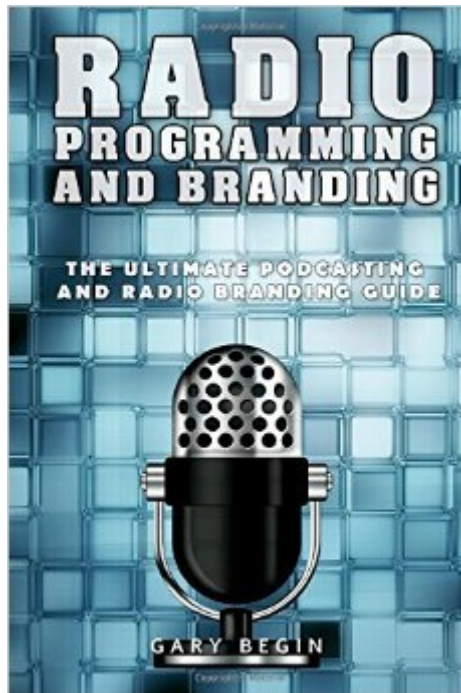# Radio Programming And Branding: The Ultimate Podcasting And Radio Branding Guide

Synopsis

Radio Programming and Branding: The Ultimate Podcasting and Radio Branding Guide is designed to offer techniques for broadcasters, radio bloggers, radio entrepreneurs and students who wish to start and run their own radio show or station. This book will help you improve your craft and effectively develop a winning brand that attracts attention, followership, and, ultimately, advertisers. Thriving in broadcasting in todayâ ™s digital world takes hard work and the willingness to learn the craft and skills practiced by professional radio programmers in large radio stations across the globe. This book will teach you how to start your very own radio show, create compelling content, increase your ratings, build a brand and generate revenue. This book is brought to you by Gary Begin, the founder and president of Sound Advantage Media. With over 30 years of experience in on-air programming, Gary gives you the tools you need to succeed and thrive in the radio business, whether you're a radio programmer, radio blogger or radio station owner - this book is for you.

Book Information

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Customer Reviews

While this book is at times all across the board, it really gives a great overview of the radio industry as a whole and was helpful to me in building my Internet radio show. Although many of the things in here target items that are not relevant to me, just the breakdown of stations across the US and explanations of how best to promote made it worth the price of admission.

Gary has done something few in radio have been able to: simplify the business of one-to-many audio communication for anyone interested in being a programmer, on air or in any creative

capacity. Even better, it's an easy and fun read with up-to-date advice on how to succeed in a business that gets more challenging (and gets more challenged) every passing day. Whether you're trying to start a radio career, move forward, or just an old guy like me, this is must-read. I wish this book were around 30 years ago when I was trying to break in!

What an informative and entertaining read! Gary Begin delves into the pertinent issues of broadcasting with intelligence, wit and passion. He puts it words that those of us who are/were in the business can relate to, yet can easily be appreciated by fans of radio and podcasts. I believe Chapter 22 alone (dealing to bad radio websites) is worth the price of the book because of its spot-on humor. But leaf through any section you choose for sound words of wisdom on how to succeed in the business and, just as likely, a good laugh. Enjoy!

An easy, overall update strictly for smaller radio station / group owners that need to catch up and apply fundamental radio marketing knowledge to what is happening now in 2015-2016. Mr. Begin explains why you need to update your thinking then delivers quick tips and ideas that the digital novice or as Kipper McGee labels them, the digital "laggards" can understand and implement. There were a lot of typos in my copy that I hear can be fixed in ebook updates nowadays.

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