

MODERN RADIO PRODUCTION

This book will give you a greatly expanded discussion about digital recording of all kinds, but radio is a seamless mix of tradition and technology. This edition contains updated and expanded versions of some of the features found in prior editions of the text. These include the following :

- “You’re On!” features that deal with fine points of announcing, ad-libbing, and other performance aspects of radio.
- “Tuning into Technology” features in which new trends, equipment, and practices are described and explained. These include updates on computer editing with step-by-step instruction that can be applied to any editing software and hardware.
- “Industry Update” features that include a realistic look at the radio industry in transition and the implications for people seeking employment in radio. These include explanations of everything digital, with nononsense recommendations and evaluations regarding when digital is better and when it is not.
- “Radio Retro” is a new feature that looks back on some of the technology and techniques in radio that defined aspects of production, some of which we continue to use today.

