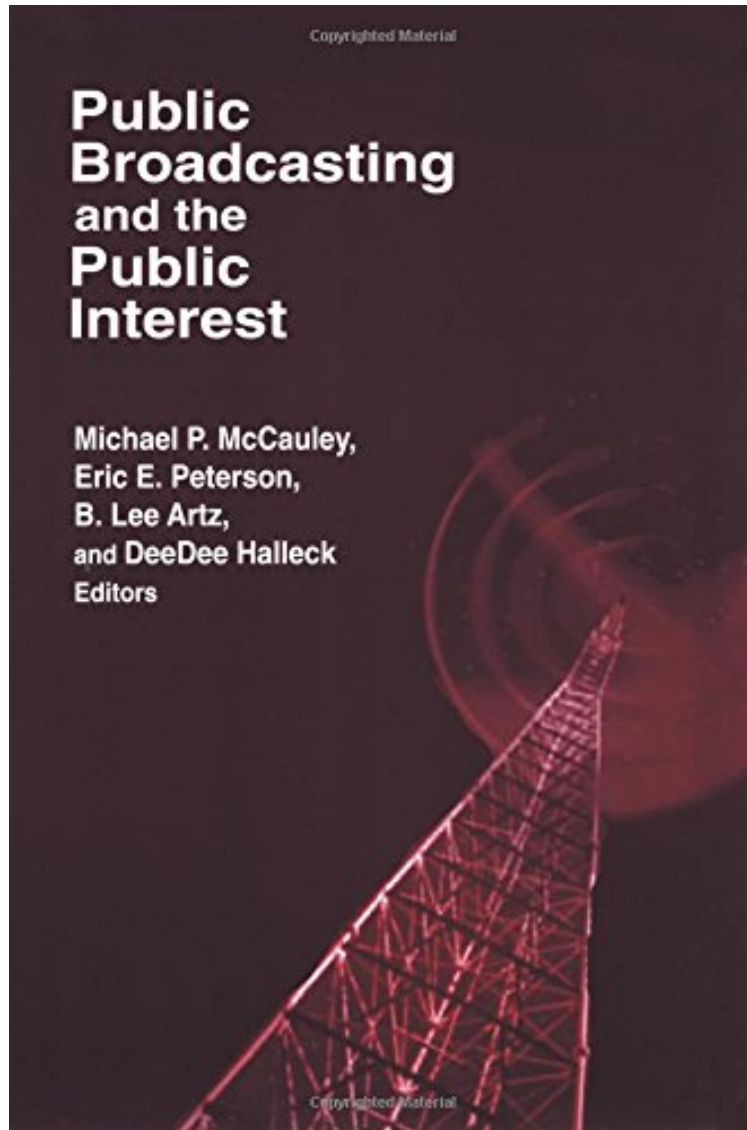


Public Broadcasting and the Public Interest (Media, Communication, and Culture in America)

Michael P. McCauley, B. Lee Artz, DeeDee Halleck, Paul E Peterson
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Michael P. McCauley, B. Lee Artz, DeeDee Halleck, Paul E Peterson : Public Broadcasting and the Public Interest (Media, Communication, and Culture in America) before purchasing it in order to gage whether or not it would be worth my time, and all praised Public Broadcasting and the Public Interest (Media, Communication, and Culture in America):

1 of 1 people found the following review helpful. "Must read" for Public Radio fansBy Patrick SpekhardtThis book is

a must-have for public radio listeners who want to know the growing pains this particular branch of the radio industry went through. For radio fans in general, like myself, it's a detailed insight to what the industry as a whole could overcome and accomplish if smart, dedicated people really put the effort in. You can tell McCauley has spent time in front of a classroom, as the information (which non-radio fans could admittedly find dry) is well-researched, and equally well-presented. Highly recommended.

As federal funding for public broadcasting wanes and support from corporations and an elite group of viewers and listeners rises, public broadcasting's role as vox populi has come under threat. With contributions from key scholars from a wide variety of disciplines, this volume examines the crisis facing public broadcasting today by analyzing the institution's development, its presentday operations, and its prospects for the future. Covering everything from globalization and the rise of the Internet, to key issues such as race and class, to specific subjects such as advertising, public access, and grassroots radio, *Public Broadcasting and the Public Interest* provides a fresh and original look at a vital component of our mass media.

From the Inside Flap "The authors and editors have produced a timely, first-rate critique, analysis and discussion of important but too seldom heard issues. The book focuses not only on public broadcasting, as the title reflects, but other technologies as well. It is an ideal textbook for any undergraduate student or even a Ph.D. candidate or, even better, for any sincere and concerned person involved in public policy-making in the arenas of public broadcasting, telecommunication, education, information systems and institutions, government, media economics, and national development. It is readable, understandable, and instructive. It also presents international examples and potential solutions toward public communication and public service broadcasting." -- Nolan A. Bowie, John F. Kennedy School of Government, Harvard University Excerpt. Reprinted by permission. All rights reserved. From the Foreword: The present volume ... connects us to deep, careful thought as to what public broadcasting might be -- and what, based on the historical record, it should not try to be. Difficult problems of finance, mission, and orientation are engaged by academic analysts and community media activists, both from the U.S. and beyond. ... [this book is] the beginning labor in an urgently necessary project: the reclaiming and social redefinition of our media system. -- Dan Schiller, Univ. of Illinois at Urbana-Champaign From the Series Foreword: This new book ... seeks to examine the unique role of electronic media in American society and culture. Moreover, it addresses issues central to public broadcasting's continued existence as a public trustee in an age when the government funding it relies on is rapidly diminishing and other new and evolving listening and viewing technologies ... compete with the traditional airwaves. In these insightful chapters, public broadcasting is carefully and thoughtfully examined and in the process its value as a communication medium is challenged, ratified, and confirmed yet again. -- Michael C. Keith, Boston College