

[E-BOOK] Radio Station Operations: Management and Employee Perspectives (Wadsworth Series in Mass Communication)

## Radio Station Operations: Management and Employee Perspectives (Wadsworth Series in Mass Communication)

*Lewis B. O'Donnell, Carl Hausman, Philip Benoit*  
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**Lewis B. O'Donnell, Carl Hausman, Philip Benoit : Radio Station Operations: Management and Employee Perspectives (Wadsworth Series in Mass Communication)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Radio Station Operations: Management and Employee Perspectives (Wadsworth Series in Mass Communication):

2 of 2 people found the following review helpful. Holistic Managerial PerspectiveBy Dr. W. G. Covington, Jr.This book provides an overview of the daily operations among the various positions in radio stations. They talk about the business aspect of a station's operations. All of this is introduced in the beginning with a discussion of the history of the medium. The charts and graphs are particularly helpful in establishing time contexts.Programming is the second key topic covered. In the third chapter, attention focuses on how television changed radio's content. In the fourth chapter the various departmental responsibilities are discussed. This book is well written and documented. It is quite effective in giving an overview of the industry.

Book by O'Donnell, Lewis B., Hausman, Carl, Benoit, Philip