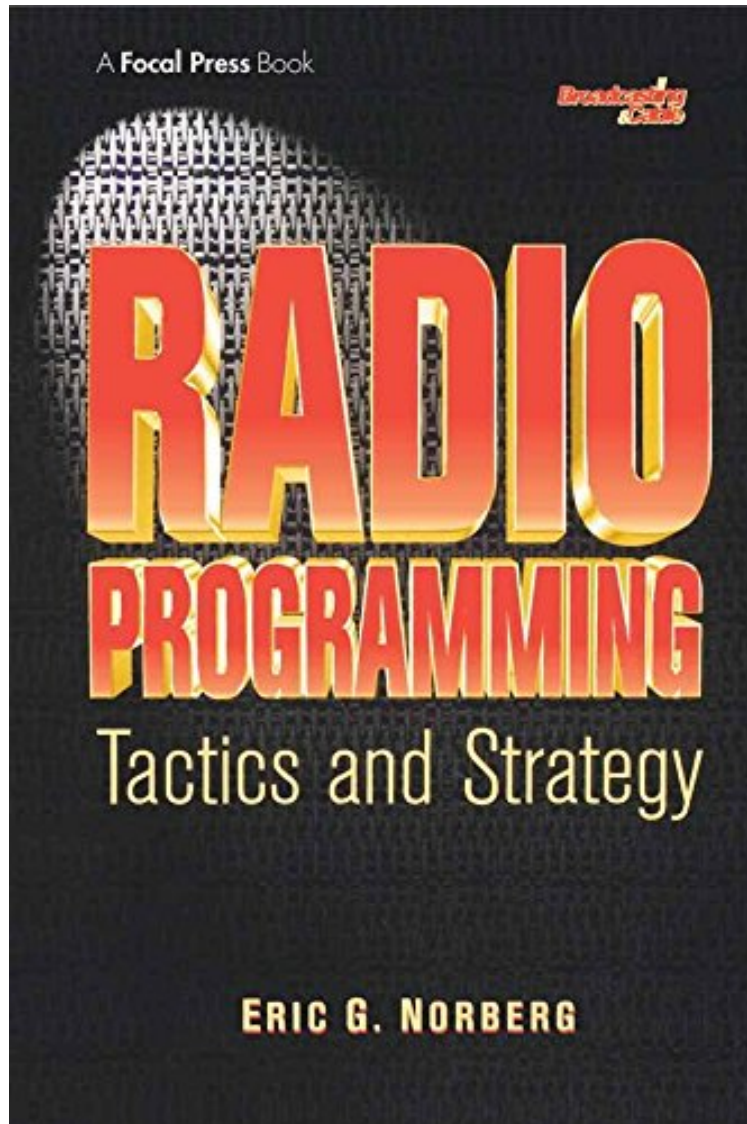


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Radio Programming: Tactics and Strategy (Broadcasting Cable Series)

Eric Norberg

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Eric Norberg : Radio Programming: Tactics and Strategy (Broadcasting Cable Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Radio Programming: Tactics and Strategy (Broadcasting Cable Series):

1 of 2 people found the following review helpful. For beginners, good.By AlexGood book for beginners, but now... It is not for 2013. Has not modern ideas. Must read another radio book.0 of 0 people found the following review helpful. Informative Book Written By A Very Successful Programmer!By WilliamThe author of this book was a very

successful programmer at radio stations KEX, KMPC, and KMBY. The author acknowledges the people that have had an impact on his programming philosophy such as Galyn "Doc" Hammond, Mark Blinoff, Richard Kale, Bill Gavin, etc. He explains the importance of consistency in music and news programming. Listeners have certain expectations from the radio stations they listen to regularly. If those radio stations don't fulfill the expectations of the listeners, the stations could possibly lose some of their audience as a result. Eric Norberg says that the most effective Program Directors have to be able to get into the listener's head and perceive the station the way the listeners do. This mandates the ability to see and understand the points of view of others. He tells about the importance of honest ethical advertising. It is important for a station to maintain its credibility with the listeners by not broadcasting a dishonest ad. Analyzing and understanding the limitations of ratings data is important to programmers. This is an informative book. 11 of 11 people found the following review helpful. An incredible aid for the rookie programmer. By A Customer This text is a "must read" for any radio station programmer in the developing world. The author has a very good grasp of the subject, and delivers his message in a gripping way that makes it difficult to put the book down until you've read it the first time. As a programmer on a major market station in the Caribbean, this book has reinforced some of my own deep convictions about formats, news, music, and sports in radio programming. This book is worth every dollar, and will be always close at hand where I can quickly refer to the sections which I've highlighted in neon yellow throughout the book.

A practical handbook for programming directors, this guide focuses on achieving specific objectives in today's modern, competitive environment. Radio Programming is designed to convey underlying principles and to assist the programmer in accomplishing specific objectives, without mandating exact implementation methods. Instead, it empowers station management and the PD to implement strategies that will work for the particular format and market niche. Radio Programming will be helpful for neophytes in programming, experienced programmers seeking further growth, air talent seeking to develop skills, and general managers trying to understand programming and effectively manage program directors without stifling creativity. It will also help general managers hire effective programmers. Eric Norberg is the editor and publisher of the Adult Contemporary Music Research Letter and a radio consultant. He has worked as a program director at several radio stations, as on-air talent and general manager, and has also operated a radio production company. For fourteen years he has written a weekly column on radio programming for The Gavin Report, a radio trade publication.

'Eric Norberg is one of the most intellectual radio programmers of the last 25 years. His knowledge and experience provide good tools for anyone who has radio programming ambitions', Paul Drew, Media/Broadcasting Consultant