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Programming TV, Radio, and Cable

Edwin Vane, Lynne Gross

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Programming TV, Radio, and Cable provides an in-depth look at the roles and responsibilities of television, radio and cable programmers.

You will discover how programmers come up with ideas, how those ideas are developed into programming, how the show ideas are pitched to the
buyer, how the program schedule is created, how the success or failure of individual shows and the program schedule as a whole is determined and what, if anything, can be done to save shows. Each topic is explored, then applied to three different media: television, radio and cable. Numerous illustrations and real-life examples bring this topic alive and present you with a realistic view of today's programming issues.

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