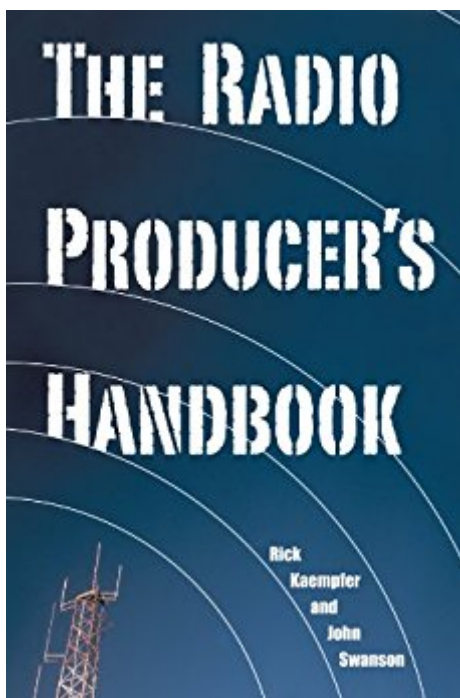


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# The Radio Producer's Handbook



## Synopsis

Two award-winning major market producers present the definitive how-to guide for producing a radio show, explaining every duty a radio producer is expected to perform. With refreshing honesty and the humorous flair of professional radio comedy writers, the authors reveal how to get one's professional foot in the radio door, book celebrity guests, craft great interviews, come up with ideas, create great phone segments, write and pitch material, and cope with the pressure that accompanies producing a show in progress.

## Book Information

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## Customer Reviews

My organization was given the opportunity to buy a full hour of every Saturday afternoon time on a powerful and highly regarded radio station. My personal experience in talk radio programming was 15 years ago. So, I searched for books on talk radio program production and found nothing interesting but this book. Perhaps it sits alone on the shelf because present day producers are not interested in spreading the word and the resulting competition. THIS BOOK IS OUTSTANDING! The authors have more than two decades of experience as producers of talk and phone-in programs. It was a fabulous way for me to update my experience (even though the book is a few years old, the

information is very timely). I recommend this book to anyone who is interested in learning how producers help to keep show hosts in the-know and out of trouble and anyone interested in a career in radio.

If you listen to the radio and ever wondered what goes on behind the scenes, this book is for you. The authors provide an often humorous description of the day to day activities that are done to bring the listener must-hear radio. Even the technical chapters were written in a way that somebody like me who has no connection to radio (other than listening) could understand and find interesting. Whether you are in the broadcasting field or just interested in radio, this book is well worth purchasing. The book was enjoyable to read and it gives the reader a new appreciation for what happens behind the scenes to bring the listener a good radio show.

Someone called it "the Radio Producer's Bible" I think I now understand why. Not just for producers but for on-air talent.

Great thought out book for anyone getting into a Radio Producer role. Unfortunately i was paid minimum wage to work from 5-8am on a radio show.

As a radio producer for many years, this book shed light on various aspects of my work then that made me a better radio producer. From booking studio guests, to organising gameshows with all the logistics involved.

While I thought the detail was very complete, I think the beginning is slightly out of date. Thanks enjoyed the work!

I'm not really that familiar with radio production, but am more interested in the creative process in general, and I found this to be a worthwhile and engaging read. The writers are entertaining and personable, and make everything that they talk about exciting and interesting to read. I thoroughly enjoyed it!

From what I have read so far, they explain all details about the in's and out's of producing your own show. I have learned many things so far as well it confirms what I already do. Well done and put together.

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