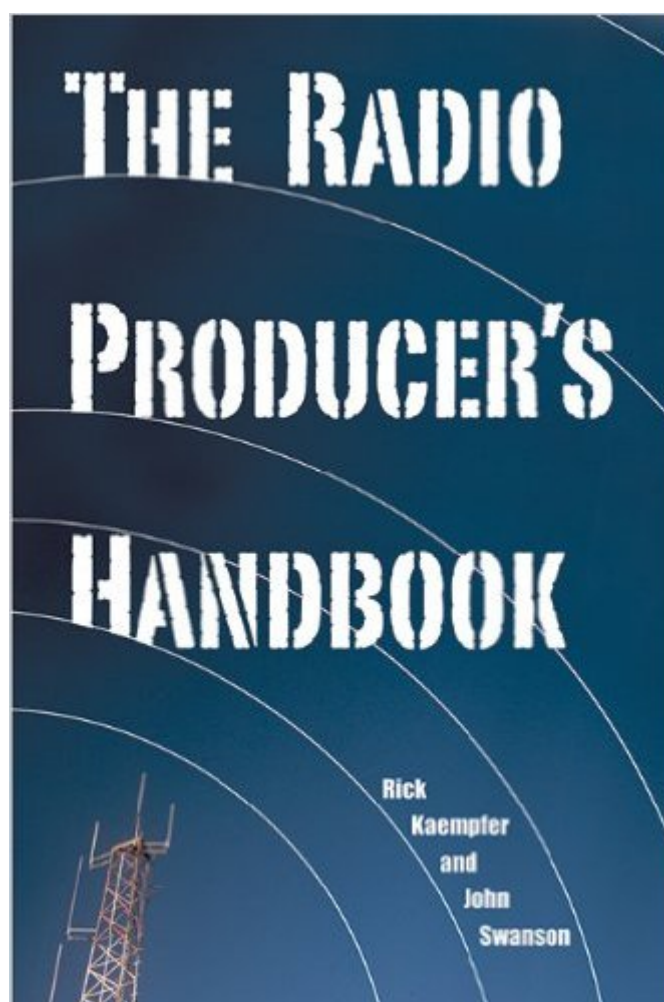


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# The Radio Producer's Handbook



## 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. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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## Customer Reviews

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.

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!

I worked with John Swanson at WTMX for almost 2 years, though not along side of him. I read this book and learned an large amount of what a producer does. It helped me out in a college radio show I do. Since it's a small station we don't have producers, so it's up for the DJ to do everything. This book made it easy to understand what I need to do for a successful 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.

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.

I thought this book was very well done. Detailed information and is explained as if you have no idea about the process and job of a radio producer, which I didn't. This is a great explanation for anyone working in radio in any aspect.

I have nothing to do with radio and I stumbled across this book to get a peek into the world of radio

production. If you want to get into radio in any capacity, this book paints a great picture of how good shows are put together day in and day out. If you don't want to get into radio or if you do but you just can't seem to escape those golden handcuffs at Fargenflam Inc., then this book is still a good read. As Rick and John bring you deeper and deeper into their radio producing world, they share many stories that add humor and depth to the subject matter. It's a good read. I liked it but I am sticking to the much simpler world of TV. Randall Cross MTV Networks

If you really want to know what goes on behind the mic of your favorite radio show, check out this book. The writing style makes it easy to read and includes everything you need to begin a successful career in radio. Even if you don't plan on working in the field, there are many funny anecdotes that make it entertaining for everybody. You can't walk away from this book without having gained a newfound respect for the producers of these shows.

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