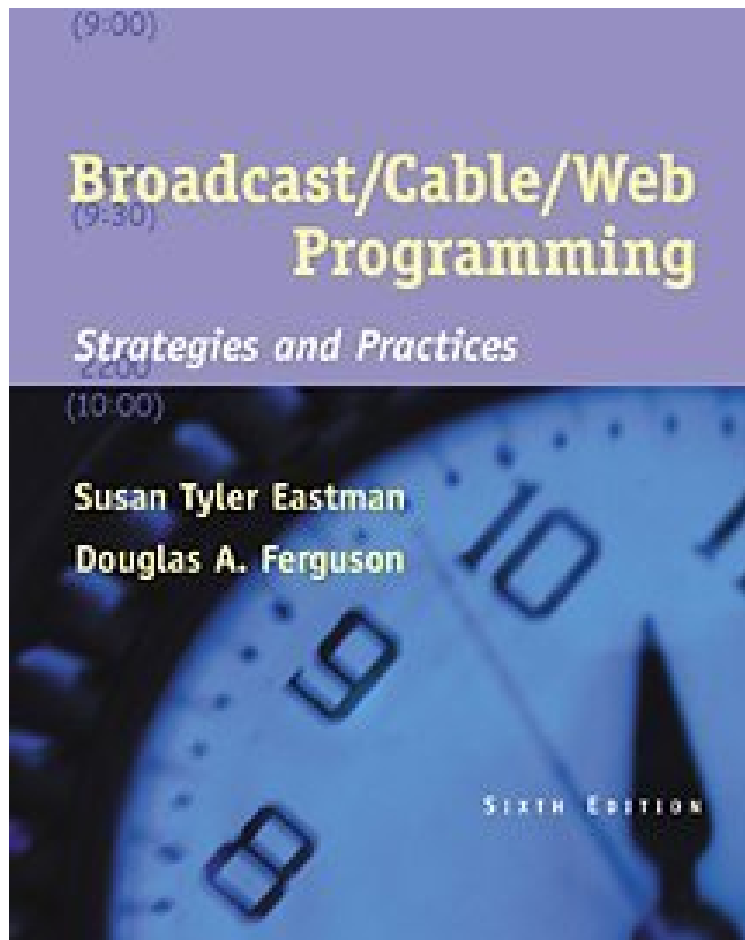


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Broadcast/Cable/Web Programming: Strategies and Practices (with InfoTrac) (Wadsworth Series in Production)

Susan Tyler Eastman, Douglas A. Ferguson
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In this revision of the market-leading text, Susan Eastman and Douglas Ferguson, two noted scholars and experts in the area of broadcast programming, provide students with the most accurate and current information on the techniques and strategies used in the programming industry. The text has helped professors teach this course with clear current

illustrations and examples, and just right approach of student friendly writing. Comprehensive, accurate and up-to-date, the text covers all aspects of programming for broadcast, cable, radio, and the Web.

About the Author Susan Tyler Eastman is a professor in the Department of Telecommunications at Indiana University. She earned her BA from the University of California, her MA from San Francisco State University, and her PhD from Bowling Green State University. Douglas A. Ferguson is Professor and Program Director of the Graduate Certificate Program in the Department of Communication, College of Charleston. He also served as editor-elect of the JOURNAL OF RADIO STUDIES from 2005 through 2008. Dr. Ferguson earned a bachelor's and master's degree from the Ohio State University and his doctorate from Bowling Green State University.