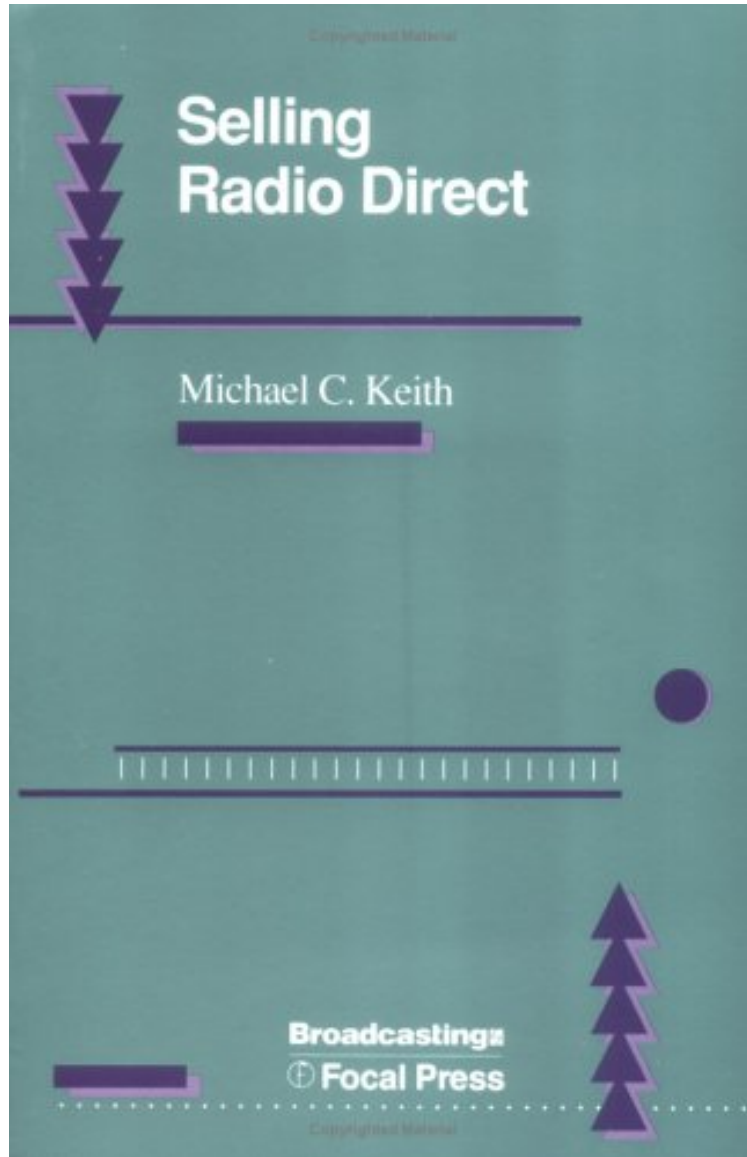


## Selling Radio Direct

*Michael C Keith*

*ebooks / Download PDF / \*ePub / DOC / audiobook*



DOWNLOAD



+

READ ONLINE

#4876957 in Books 1992-03-18 Original language: English PDF # 1 .37 x 6.02 x 9.181, #File Name: 0240800915128 pages | File size: 70.Mb

**Michael C Keith : Selling Radio Direct** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Selling Radio Direct*:

A streetwise primer on a fundamental broadcast skill. It gives readers the tools to become successful radio salespeople.

About the Author Michael C. Keith, Ph.D., ranks among the most prolific authors on the subject of broadcast media, in particular radio. He is a member of the Communication Department at Boston College and is author of over twenty books, including *Voices in the Purple Haze*, *Signals in the Air*, *Talking Radio*, *Radio Cultures*, and *Sounds in the Dark*. With Robert Hilliard he has co-authored *The Broadcast Century and Beyond*, *Waves of Rancor*, *Dirty Discourse*, *Global Broadcasting Systems*, and *The Hidden Screen*. With Christopher Sterling he co-authored *Sounds of Change: FM Broadcasting in America*. In addition, he is the author of numerous journal articles and has served in a number of editorial positions. He is the past Chair of Education for the Museum of Broadcast Communications, the inaugural chair of the Broadcast Education Association's Radio Division, and a former broadcaster. He is the recipient of several honors, including the Distinguished Scholar Award given by the Broadcast Education Association in 2008, and the Stanton Fellow Award given by the International Radio Television Society. He is the author of a critically acclaimed memoir, *The Next Better Place: A Father and Son on the Road* (Algonquin Press), in 2003. Visit the author's website: [www.michaelckeith.com](http://www.michaelckeith.com).