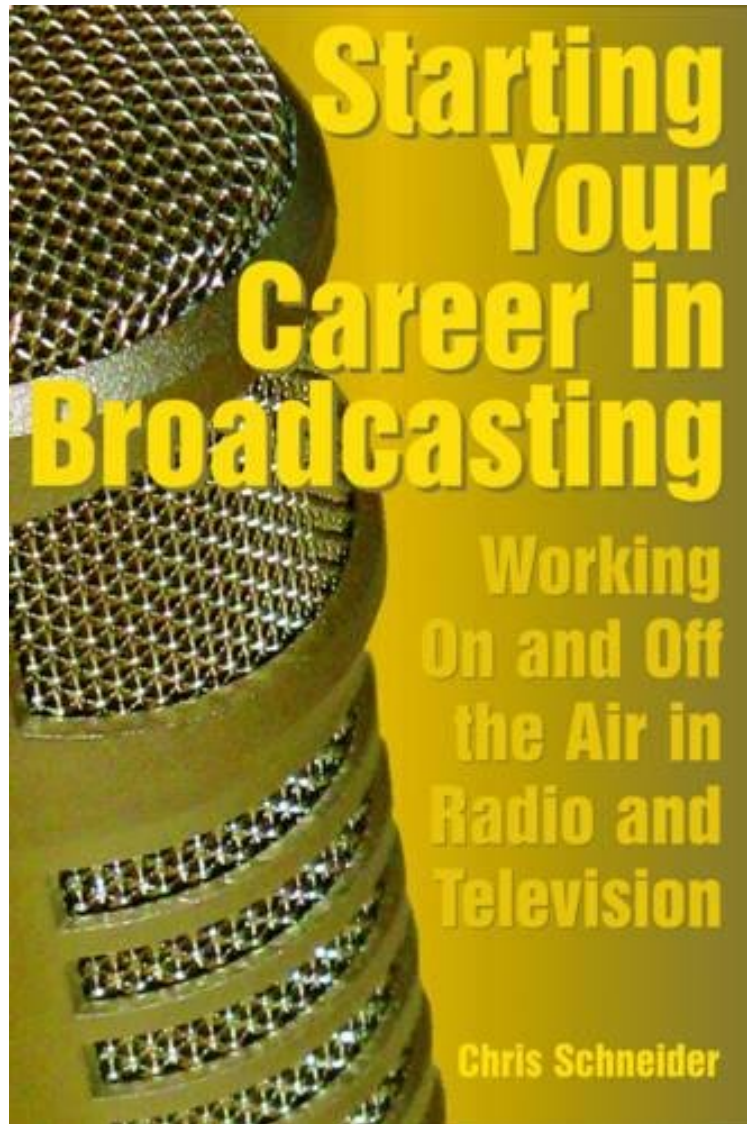


Starting Your Career in Broadcasting: Working On and Off the Air in Radio and Television

Chris Schneider

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Broadcasting: Working On and Off the Air in Radio and Television:

Starting Your Career in Broadcasting is the complete guide to breaking into this competitive field--and staying there. Its packed with advice from top personalities including Bob Costas, Chris Berman, Larry King, Jim Lampley, Bob Kingsley, Rene Syler, Troy Aikman, plus station managers and other broadcasting pros, all sharing stories of how they got their start in broadcasting. Often hilarious, sometimes moving, always insightful, these anecdotes offer first-hand guidance on making the right career choices. Chapters explore specific on-air and behind-the-scenes jobs; broadcasting schools and what they teach; what news and program directors seek in job applicants; tips for being effective on the air; how an aspiring broadcaster can buy airtime; weathering the ups and downs of a competitive industry; and much more. 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.