



The Technique of Radio Production: A Manual for Broadcasters (Library of Communication Techniques)

Robert McLeish

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Essentially non-technical, this book gives the newcomer to radio broadcasting a professional understanding of the medium and how it can be used for society as a whole as well as for the individual listener. It describes the operation of the radio studio in its most typical form used around the world, and provides some detail of the mixing desk and other equipment needed in the production process. The book deals with a wide range of programming both in the elements of script-writing, interviewing, and live commentary, and in the compilation of news, music, drama and documentary programmes. It gives the Radio Producer an insight drawn from practical experience of the ethical values of radio journalism as well as the problem associated with commercial advertising and running a phone-in. It answers questions for the newscaster, the discussion chairman, the DJ, and the Producer as Manager.

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