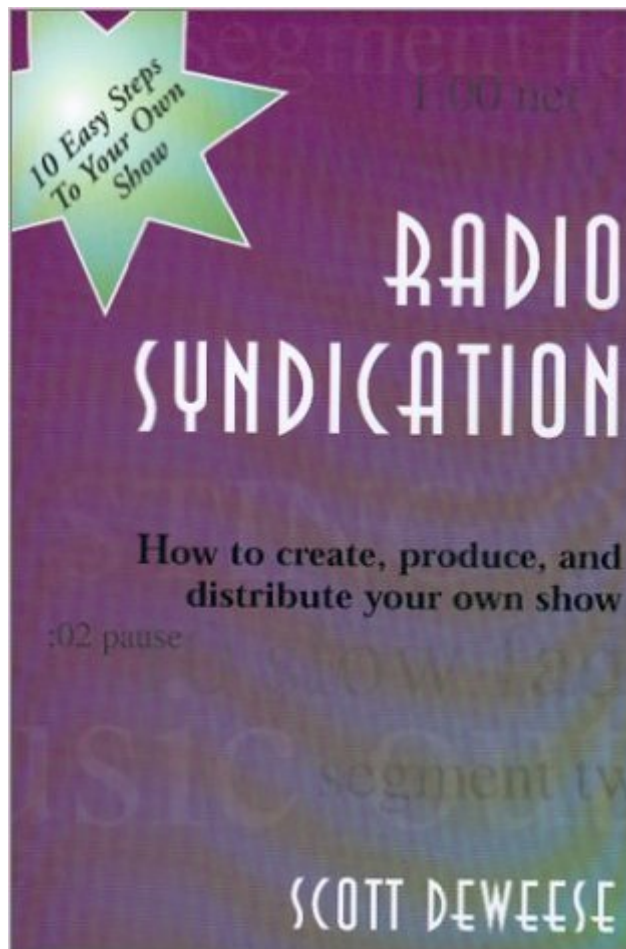


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# Radio Syndication : How To Create, Produce, And Distribute Your Own Show



## Synopsis

The only book of its kind. 10 easy steps: How to Create, Produce, Distribute, and Market Your Very Own Radio Show! National radio syndication for non-radio professionals, as well as the professional broadcaster.

## Book Information

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Average Customer Review: 2.3 out of 5 stars [See all reviews](#) (7 customer reviews)

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## Customer Reviews

This book can give you the basic ideas behind how to syndicate a radio show. It is written in a upbeat, "anyone can get a show syndicated" tone that is quite unwarranted once you do a little more research. Some things that the author should have mentioned: 1) Yes, there is a need for syndicated programming, but there is a ton of competition out there, from some very well financed companies. Even the small radio stations he advises on starting with get tapes from these big companies 2) What kind of stations would be interested in the show idea you have. He makes it sound as if, by picking a topic you are passionate about, you stand a great chance of getting on the air. It may help, but if your passion is say, woodworking, (the choice he uses in your book) best of luck finding a station that is interested. I do believe that a small operation, with a good idea and good production can make a run at radio syndication against the big boys. Just realize that it is nowhere near as easy as this book makes it sound. Do a LOT of research before you commit to buying equipment and putting out a show

If you want to know the general idea of what radio syndication is then this may be something you want to get. But one of the most important areas of syndication which is sponsorship is too lightly

touched on and the focus of the book is mostly talk radio. What definitely should have been included was how satellite syndication works, along with how the internet can be a helpful tool. Some of the editing needs to be shored up also. An O.K. beginners book but seems a little rushed.

I've been in the industry for several years as a radio and TV producer. I'm currently in the process of gearing up to syndicate my own radio show. Since I only know the newsroom angle and not the sales or marketing angle of the business, I had found myself stuck. I work in a top ten market. I have tried unsuccessfully to find out information on selling advertising such as forms, prices, times, etc., and there was no way that anyone in the sales dept. would give me information out of fear that I would go behind their backs and sell my own advertising and get the commission. This book gave me some insight about sales complete with templates, and other forms that I needed to get started. This is also a quick read, which I liked. I find thick textbooks to be a bit overwhelming. The reason why I rated this book four out of five stars, is because I found so many typos, not to fault the author-- but whoever edited the book should be spanked! So don't listen to those naysayers, and bottom feeders who poo-poo this book. Those critics fall into the category of either "has-been", "never was", or "wannabe, but never will be". (Lonely and bitter, table for one?) I am giving this book an honest assessment here, and since we are at a time when almost anything can become a show, there will always be room for fresh ideas. So go for it! Get the book! And disregard what those ogres had to say. They were probably born in the 1930s and are winded because technology has passed them by. One more thing: Scott Dewese, if you are reading this, please send me an email at [...]. I would like to ask you more questions about your chapter on ad sales. Thanks!

Have 33 years in broadcasting and got the book second hand at a garage sale. If you believe what's in this book then I've got a bridge in New York you might like to purchase.

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