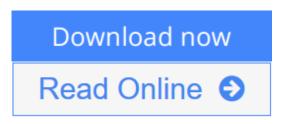# Media Programming: Strategies and Practices

By Susan Tyler Eastman, Douglas A. Ferguson

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Current, relevant, and student-friendly, MEDIA PROGRAMMING: STRATEGIES AND PRACTICES, 8e, delivers the most accurate and up-to-the-minute coverage of the techniques and strategies used in the programming industry today. Reflecting the latest developments from real-world practice, this market-leading text covers all aspects of media programming for broadcast and cable television, radio, and the Internet with clear illustrations and examples to which you can relate. It offers in-depth coverage of emerging trends, including media concentration, digitalization, the "cluster selling" of programming, and the impact of new technologies. It explains how programs (units of content) are selected (or not selected), arranged, evaluated and promoted with the need to consider pressures from technology, financing, regulations, policies, and marketing. Covering the latest trends and issues in the industry, MEDIA PROGRAMMING, 8e, includes practical examples, insight from noted industry authorities, a useful Website, and an expanded glossary to reflect the latest trade jargon and practices.

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Editorial Review

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.

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