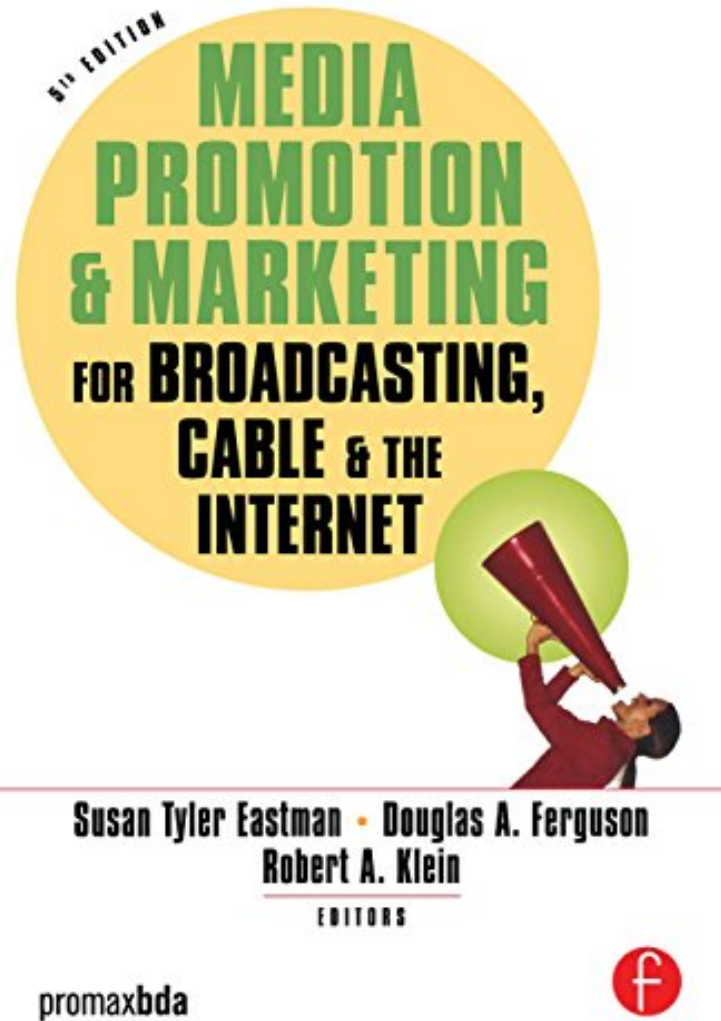


# Media Promotion Marketing for Broadcasting, Cable the Internet

*From Focal Press*

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**From Focal Press : Media Promotion Marketing for Broadcasting, Cable the Internet** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Media Promotion Marketing for Broadcasting, Cable the Internet:

2 of 3 people found the following review helpful. Basic Book Better for College Students than ProfessionalsBy Anthony ReedThis book is a typical college textbook. A lot of definitions... a lot of fairly rudimentary information.It's a good book for people who want to learn basic information about media marketing, but it goes into little to no depth about most aspects of the field.I also don't get the sense that the authors -- college professors-- have much of a sense of the industry as it is today. Other than a mention of sniping and on-air bugs (which debuted several years ago), the book

seems a little out of touch. Therefore, I wouldn't recommend it to anyone currently working in media marketing, because you'll learn very little new knowledge. But, as it's not presented as an intermediate or advanced book, it's a good resource for beginners. 1 of 1 people found the following review helpful. Not Bad, Not Great By P. C. Waters I agree with the above reviewer. It is very general -- almost too general for beginners. Not nearly enough concrete examples to help a beginner grasp the concepts. I'm looking for another book for my classes to use. Even more annoying, the book cracked in half the first time I opened it. I've bought dozens of paperbacks in various genres, and I've never had a paperback do that before. Now I have pages falling out. Very disappointed in the quality of the binding.

This fifth edition of the successful *Promotion and Marketing for Broadcasting, Cable, and the Web*, 4ed takes an important, timely look at the newest media venue, the Internet. Under its new title, *Media Promotion and Marketing for Broadcast, Cable and the Internet*, 5ed it takes a fresh look at the industry and the latest strategies for media promotion and marketing. The book explores the scope and goals of media production from the perspectives of network and local television, cable, Internet and radio, including public broadcasting. Topics include: goals of promotion; research in promotion; on-air, print, and Web message design; radio promotion; television network and station promotion and new campaigns; non-commercial radio and television promotion; cable marketing and promotion; research and budgeting for promotion; syndicated program marketing; global and international promotion and marketing; and online marketing and promotion.

Providing an inside view of each medium the book examines the different audience research methods, budgets, and scheduling, message, and branding efforts employed to keep people tuning in or logging on. The authors have put together an excellent resource guide for media professionals and students seeking to enter this field. -P.G. Kishel, Cypress College, Choice, Feb 2007