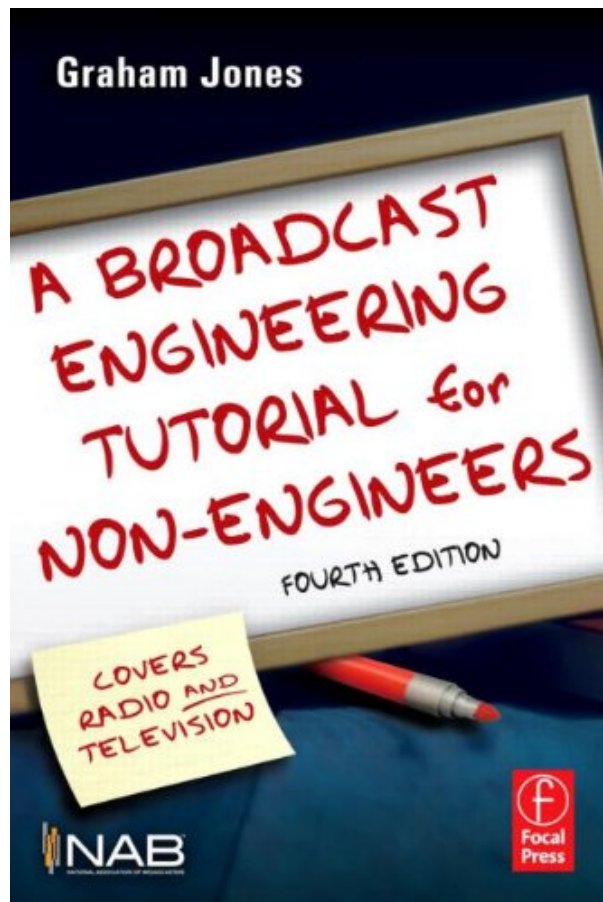
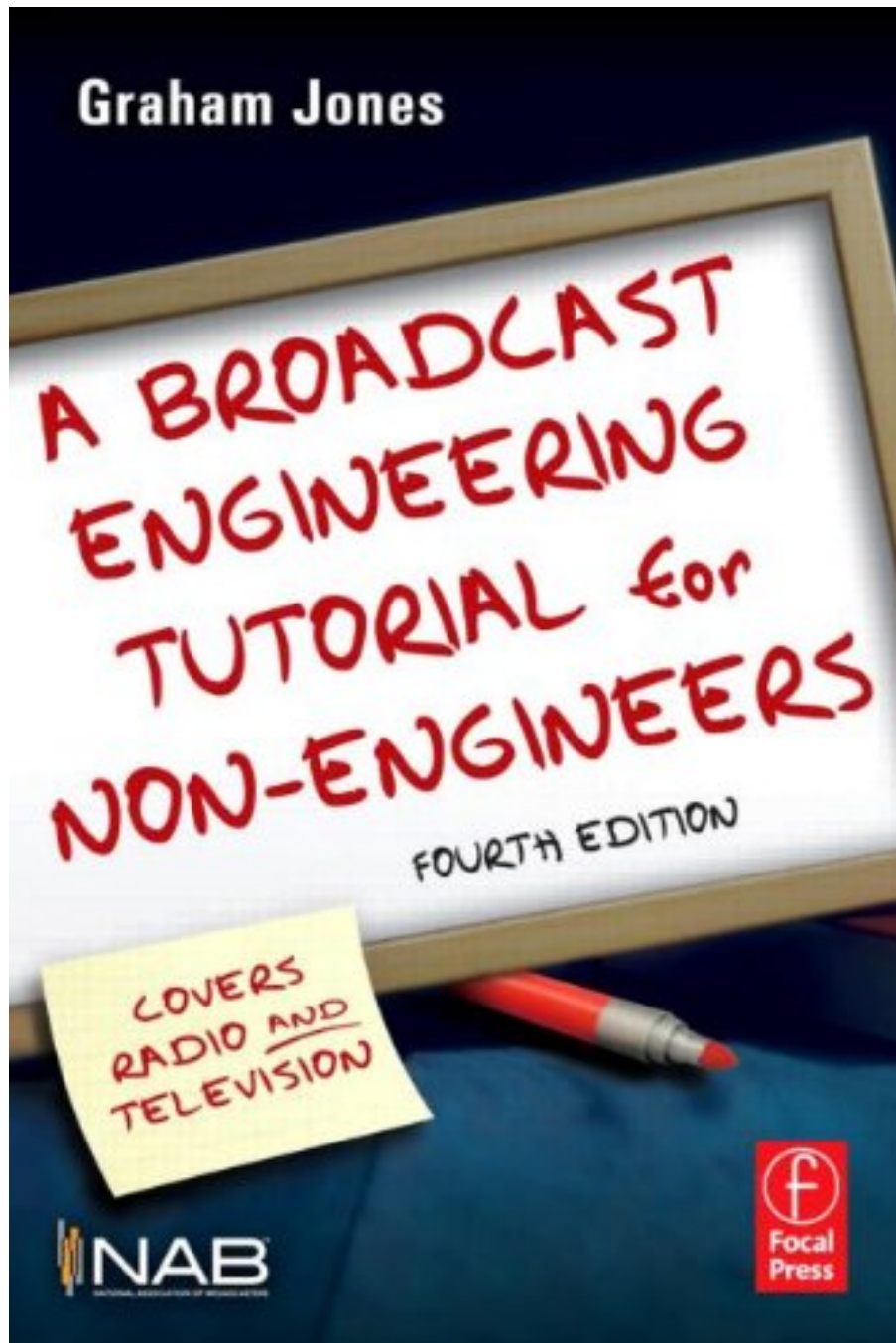


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## Review

"Radio and television broadcasting is the type of profession many people fall into. This book is for new hires, as well as for anyone that needs to have the basic vocabulary in broadcast. This new edition builds the previous edition by adding new standards and defining emerging digital technologies that are revolutionizing the field. Written in a nontechnical fashion to appeal to trainees, managers and creatives."-- Radiomagonline.com

## About the Author

Graham Jones has more than 35 years experience in the broadcast industry. With NAB he works on advanced television issues, technical standards, education and training. He is a member of both ATSC and SMPTE engineering committees. Previously he was Engineering Director for the Harris/PBS DTV Express - the educational road show that introduced DTV to many U.S. broadcasters. He started his career with the BBC in London, and has worked as a consultant to broadcasters in many parts of the world. He holds a degree in physics, is a chartered electrical engineer, and is a member of the IEE, SMPTE, SBE and the Royal Television Society. In 2004 he received the Bernard J. Lechner Outstanding Contributor Award from the Advanced Television Systems Committee.

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## Important Updates!

This third edition has been reorganized and updated throughout. It encompasses new standards and identifies and explains emerging digital technologies currently revolutionizing the industry. Additions include:

- . "Broadcast Basics" - first principles for those who really are starting from scratch
- . ATSC PSIP (Program and System Information Protocol) and Data Broadcasting
- . More information on ATSC digital television standards and implementation
- . Current TV studio operations - HD and SD systems, video servers, non-linear editing, electronic news rooms, closed captioning, and compressed bitstreams
- . Station and network arrangements, centralcasting, and multicasting
- . IBOC digital HD radio and methods for implementation
- . Current radio studio operations - digital audio workstations, program automation, and voice tracking
- . and much more!

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## Most helpful customer reviews

16 of 17 people found the following review helpful.

From one who teaches Broadcast Engineering...

By Gregory A. Vlahos

I teach Radio/Television Broadcasting (along with being Director of Engineering, CMAT) at a State University. I read this book and many others trying to find the perfect book to use in the B'cast Engineering courses I teach here. This book is by far the best I've ever seen for the beginner to novice Engineer. I started my B'cast career in 1978 -- I wish this book would have been around then, or even during my first 5 years!!! It's written in simple terms making it easy to understand, yet completely covers the subject to the most technical aspects. If you're majoring in Communications and have an eye on the technical side, GET THIS BOOK!

Gregory

2 of 2 people found the following review helpful.

More like a dictionary

By TrueReviewer

I was expecting a little bit of how-to in this book but it definitely is not that. It basically is an expanded dictionary of terms used in the broadcast industry. It includes a few diagrams such as a flow chart of Master Control. Meant for total outsiders to the industry. Best suited for a broadcast school where a person has no idea what broadcasting is all about.

1 of 1 people found the following review helpful.

Great history lesson!

By APie

This book is valuable for any non-engineer wanting to get up to speed on understanding a lot of forms of electronic communications. It obviously covers broadcast, but also new video technologies and audio/radio. The author does a great job laying a historical foundation of the different medias and then brings it all current. I found it to be a valuable read. This book is so good, that after my wife sold my copy during a garage sale, I later went out and purchased another copy to have in my library.

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