



## Challenges for International Broadcasting, 6: Programming - The Heart of International Radio

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By Elzbieta Olechowska, Howard Aster

Mosaic Press. Paperback. Book Condition: new. BRAND NEW, Challenges for International Broadcasting, 6: Programming - The Heart of International Radio, Elzbieta Olechowska, Howard Aster, This is the sixth volume of papers and proceedings for the Challenges for International Broadcasting/La radiodiffusion internationale face a ses défis conferences. This biennial conference was started in 1990 and is now the largest and most important gathering of international broadcasters in the world, These broadcasters represent some 60 broadcasting organisation, large and small, and all five continents. The book explores topics of increasing significance in this new millennium -- new technologies, the explosion of the internet and its implications for broadcasting and programming in a multi-channel universe, audience research, the relationship between large and small broadcasters, crisis broadcasting and prospects for increasing international collaboration.



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