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Broadcast/cable/web programming: Strategies and practices (6th ed.). Belmont, CA: Wadsworth/Thomson Learning. Course Objectives: The goal of the class is to expose students to the fundamentals of programming in radio and television broadcasting, cable and satellite systems, and online video and audio.

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Broadcast/cable/web Programming by Susan Tyler Eastman, 9780534512972, available at Book Depository with free delivery worldwide.

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Broadcast programming is the practice of organizing and/or ordering (scheduling) of broadcast media shows, typically radio and television, in a daily, weekly, monthly, quarterly or season-long schedule. The executive in charge of selecting the programs and planning the schedule is sometimes the director of network programming. Modern broadcasters use broadcast automation to regularly change ...

~~Broadcast programming — Wikipedia~~

Able Channel, a streaming service featuring original programming about consumer healthcare, plans to launch in early 2021. (Image credit: Able Channel) Founded by Brian McCourt and Paul Goggin, the channel has secured carriage on AppleTV, IOS, Android and Roku devices.

~~Able Channel to Stream Healthcare Programming ...~~

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Nov. 30 offers a new holiday themed General Hospital during the day and The Disney Holiday Singalong, then CMA Country Christmas, in prime. Dec. 2, it's holiday-themed episodes of The Goldbergs and black-ish. Dec. 9 is the season premiere of The Great Christmas Light Fight. The season concludes Dec. 23. Dec. 18 has Shrek the Halls and Dec. 20 The Sound of Music.

~~ABC Shares Holiday Programming | Broadcasting+Cable~~

Believing it's never too early to start thinking about the upfront, Fox has launched an ad campaign aimed at media buyers and brand managers, and a web portal where clients can get information about upcoming schedules and programming.

~~Fox Launches Campaign, Web Portal for Ad Buyers — Cable~~

Broadcasting & Cable is a weekly telecommunications industry trade magazine published by Future US. Previous names included Broadcasting-Telecasting, Broadcasting and Broadcast Advertising, and Broadcasting. B&C, which was published biweekly until January 1941, and weekly thereafter, covers the business of television in the U.S.—programming, advertising, regulation, technology, finance, and news. In addition to the newsweekly, B&C operates a comprehensive website that provides a roadmap ...

~~Broadcasting & Cable — Wikipedia~~

AZN Television (originally known as International Channel) - A broadcast and cable network, which operated from 1996 to April 9, 2008, featuring a mix of international programming, which launched before the advent of digital cable and satellite services that allowed carriage of various foreign networks; the AZN iteration offered programming aimed at English-speaking Asian-Americans.

~~List of United States over the air television networks ...~~

Webcasting of video/television (from c. 1993) and audio/radio (from c. 1994) streams: offers a mix of traditional radio and television station broadcast programming with dedicated Internet radio and Internet television. Economic models. There are several means of providing financial support for continuous broadcasting:

~~Broadcasting — Wikipedia~~

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