



## Student Television in America-98

*Antone Silvia, Tony Silvia, Nancy F. Kaplan*

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Help! That's the plea from thousands of students at universities, colleges and even high schools who want to launch a TV station but don't know where to start. It's also the cry of the faculty advisors assigned to guide them. Veteran broadcasting professionals Tony Silvia and Nancy Kaplan heard these pleas and responded with this comprehensive volume, *Student Television in America: Channels of Change*. For the first time in a single work, students and advisors can learn what they need to know to start, market, maintain and refine a student television station. The book begins with a brief history of student television and then digs into the nuts and bolts, including discussions of basic equipment, staffing needs and production methods. It explains the business end of running a successful student TV station and explores the important topics of troubleshooting, social responsibility and technology of the future. Extensive interviews and case studies provide valuable insights from those already working in the field.

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