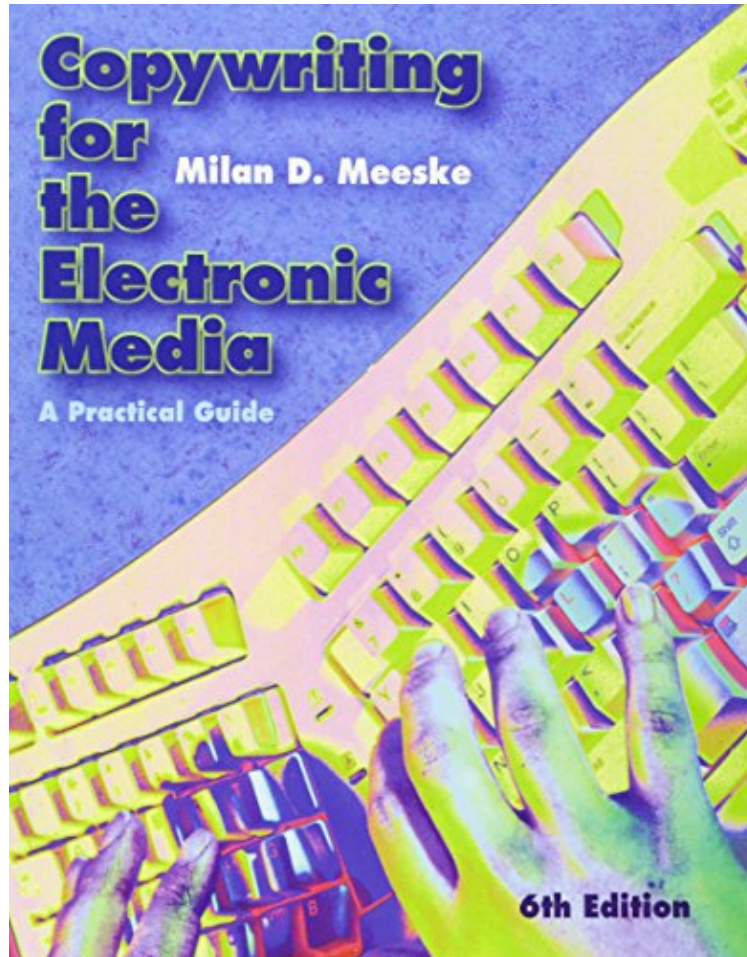


Copywriting for the Electronic Media: A Practical Guide

Milan D. Meeske

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"Milan D. "Mike" Meeske (Ph.D., University of Denver) is a professor of radio and television and Director of Nicholson School of Communication at the University of Central Florida in Orlando. He previously taught at the University of Hawaii and worked for broadcast stations in Nebraska and Colorado. He has authored many journal articles, is co-author of ELECTRONIC MEDIA IN GOVERNMENT, and has written chapters for several other books."About the AuthorMilan D. "Mike" Meeske (Ph.D., University of Denver) is Professor Emeritus of radio and television and former director of Nicholson School of Communication at the University of Central Florida in Orlando. He previously taught at the University of Hawaii and worked for broadcast stations in Nebraska and Colorado. He has published numerous articles in journals such as JOURNALISM QUARTERLY and JOURNAL OF BROADCASTING ELECTRONIC MEDIA and served on the Board of Directors of the Broadcast Education Association. He is coauthor of ELECTRONIC MEDIA IN GOVERNMENT and has written chapters for several other books.