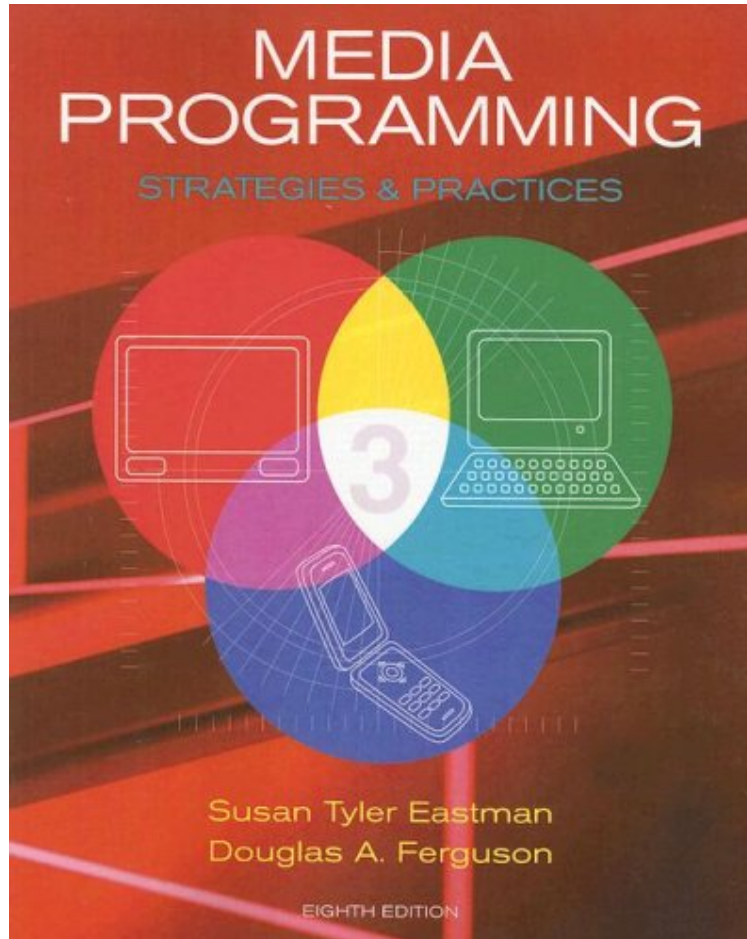


Media Programming: Strategies and Practices

Susan Tyler Eastman, Douglas A. Ferguson
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About the Author Susan Tyler Eastman is a professor in the Department of Telecommunications at Indiana University. She earned her BA from the University of California, her MA from San Francisco State University, and her PhD from Bowling Green State University. Douglas A. Ferguson is Professor and Program Director of the Graduate Certificate Program in the Department of Communication, College of Charleston. He also served as editor-elect of the **JOURNAL OF RADIO STUDIES** from 2005 through 2008. Dr. Ferguson earned a bachelor's and master's degree from the Ohio State University and his doctorate from Bowling Green State University.