



## **Internet Radio Broadcast Setup Workshop**

### **Overview**

This Internet Radio knowledge presentation introduces you to the exciting world of Internet Radio. It provides technical instruction to help you set up your very own Internet Radio Broadcast. It gives you tangible information necessary to keep your Internet Radio Broadcast producing a top notch delivery to a local, national or global audience. This presentation provides needed information for setup and delivery of Internet Radio broadcast.

### **Course Topics**

Advantages of Internet Radio Broadcasting  
Setting up your Internet Radio Station...  
Methods of Internet Radio Broadcast  
Encoding Audio  
Decoding Audio  
Audio Quality  
Streaming Costs  
Streaming Media Servers  
Competitive advantage with Internet Radio Broadcasting  
Music and Show content programming  
Web site links and streaming broadcast links  
Construction of decoding audio files  
Marketing of Internet Broadcast

### **Learn how to.....**

Setup, install and deploy an Internet Radio Broadcast via the Internet  
Establish a presence on the internet for your Internet Radio Broadcast  
Attract listeners to your radio broadcast, who will tune in daily.  
Create a voice of your broadcast through the use of radio spots, sweepers and content.

Registration Fee: \$675    Course Hours: 9:00 a.m. - 4:00 p.m.  
Includes course material, continental breakfast, lunch and breaks

