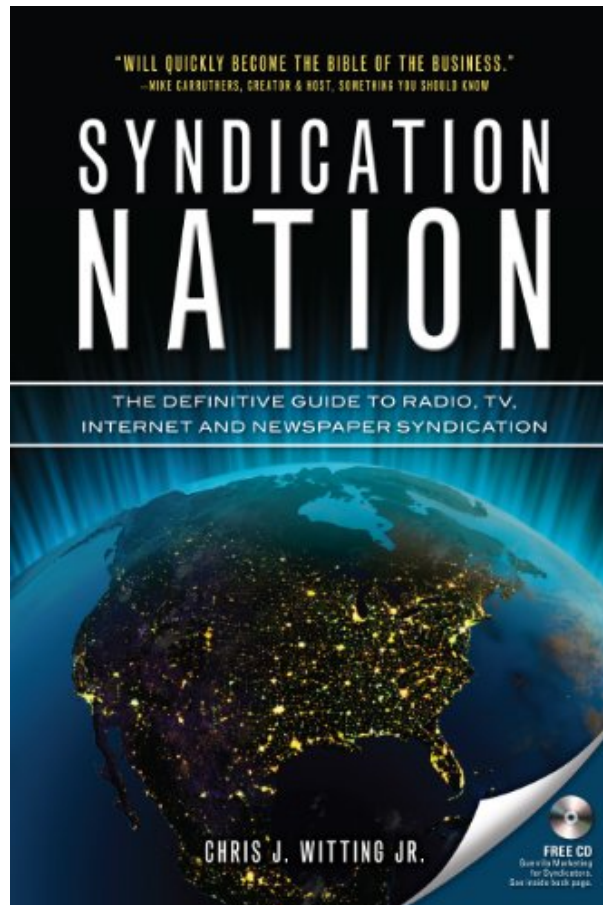
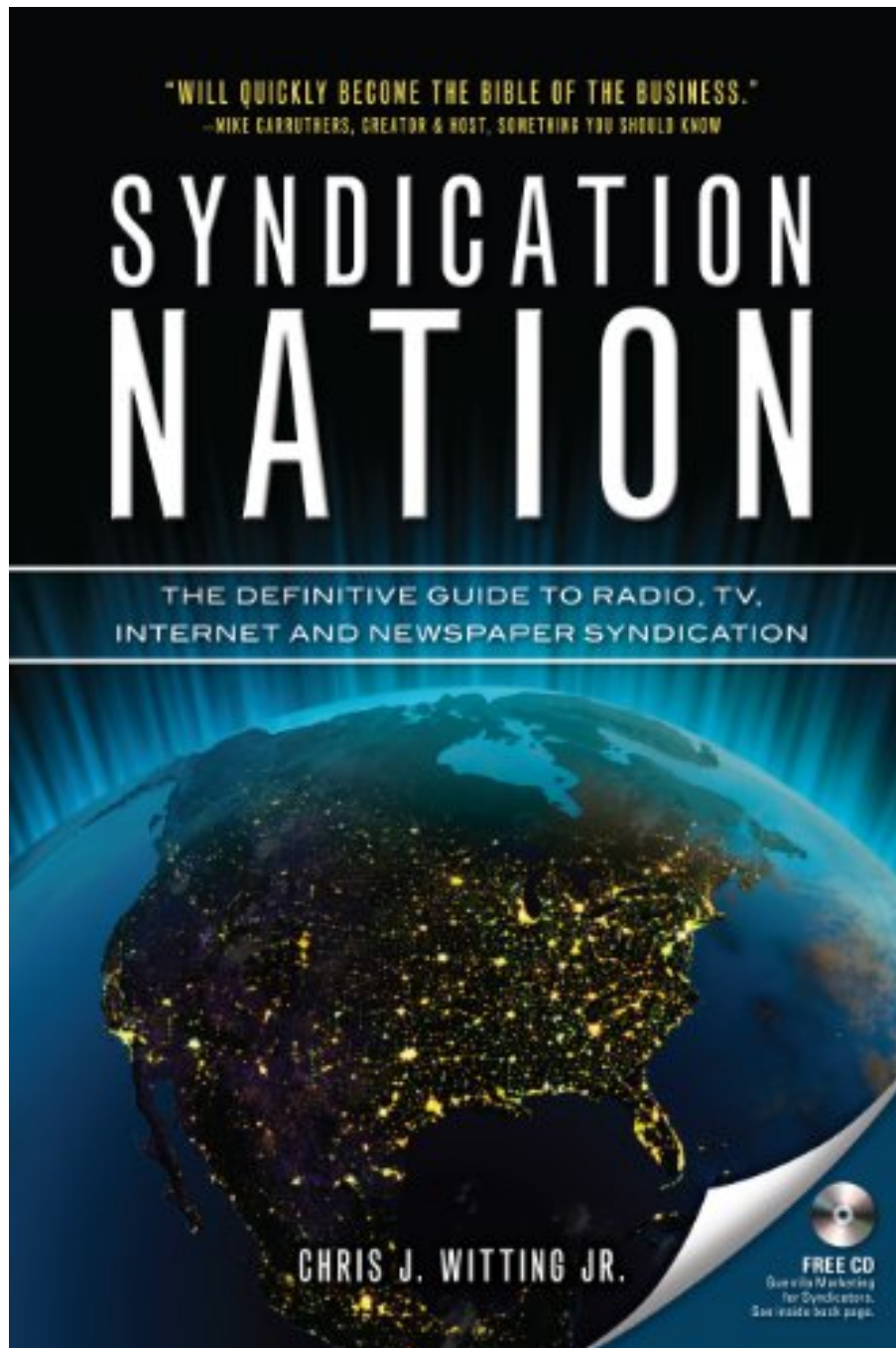


SYNDICATION NATION BY CHRIS J. WITTING



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Navigating the waters of syndication can be tricky. Fortunately, Chris Witting knows from experience how the business works. Syndication Nation guides you step-by-step and helps you avoid the mistakes along the way. This book will quickly become the bible of the business. --Mike Carruthers, Creator and Host Something You Should Know

Chris Witting knows the syndication business as few others do, and in these pages he shares a lifetime of experience generating audience and revenue. Whether your objective is more listeners, viewers, readers or page-views, Syndication Nation will unlock the secrets of developing a loyal following and increasing your personal income. --Chris Berry, Senior VP Metro Source at Clear Channel Communications

Chris Witting has been syndicating my radio shows for years with great success. Chris' book Syndication Nation is a tremendous resource for anyone interesting in syndicating their content. I highly recommend it. --Carl Amari, Producer The Twilight Zone Radio Dramas , now on 185 stations

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Whether your goal is to syndicate via Radio, TV, the Web, Print, or a combination of media, SYNDICATION NATION will help you choose the best path, avoid common mistakes, and reap the rewards.

Topics Covered Include:

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- * The Internet Syndication Process
- * The Print Syndication Process
- * Syndicating to Satellite Radio
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- * Starting Your Own Media Network
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A Great Bible for Syndication

By Doc Grayson

Having a talk show is very rewarding, however, wanting to expand my listening population, I looked into syndication. I read many articles and books on the subject but they only give you bits and pieces of information. Being a newcomer to syndication, I wanted to know the pluses but also the pitfalls. I was pleasantly surprised when I came across "Syndication Nation" by Chris Witting. It not only answered all my questions but gave me a great deal of additional information. For me the most important chapter was 12, "Six Steps to Success." This is a must read for anyone wanting to syndicate their radio show. Chris continues in different chapters to cover newspaper, television, and Internet syndication. Don't pass up this valuable book.

0 of 0 people found the following review helpful.

a book for beginners that is devoid of decent content

By Koop Kooper

Sadly this book seems to spend more time convincing the reader that they should become a syndicator of product and doesn't go into much detail as to how to do this. The sorts of details I was looking for does not exist in this so called "definitive guide".

This book really is for beginners and as a host of a syndicated radio show this gives me no insight into other markets or ways of doing things.

Very disappointed.

Koop Kooper

[...]

2 of 3 people found the following review helpful.

Save your money for mailers.

By AJ P-F

This book is thin on anything useful and is a sly promotional gimmick for the authors' business, which he promotes whenever he can. Good books on the syndication industry are very hard to find. That being said, skip this book and look for one that will actually help you, not the authors business.

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