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Creating Powerful Radio: Getting, Keeping and Growing ...

1. Speak visually, in terms a listener can "picture." 2. Start with, your best material. 3. Tell the truth. 4. Never be boring. 5. Listen to your station. 6. Make it matter. 7. Always address the individual, use "You." - Talk to ONE listener at a time! 8. Do engaging transitions & handoffs. 9. ...

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Creating Powerful Radio | Getting, Keeping and Growing ...

Creating Powerful Radio: Getting, Keeping, & Growing Audiences for News, Talk, Information, and Personality / Valerie Geller; edited by Thri Ryder. p. cm. Includes bibliographical references and index. ISBN -13: 978-0-240-51928-9 (alk. paper) ISBN -10: 0-240-51928-0 (alk. paper) 1. Radio broadcasting 2. Communications 3. Radio/Television 4.

CREATING POWERFUL - WorldRadioHistory.Com

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Creating Powerful Radio: Getting, Keeping & Growing ...

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Creating Powerful Radio : Getting, Keeping and Growing ...

The air personality won't seem like a star but more like someone they would know in real life—a person with daily struggles, life experiences, and problems. Humor helps. You don't have to be a funny person to recognize a funny moment. This is a key element in creating powerful radio. * n Speak in terms your listener can "picture."

Creating Powerful Radio: Getting, Keeping and Growing ...

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Valerie Geller's third book "Creating Powerful Radio: Getting, Keeping and Growing Audiences" contains an arsenal of proven techniques to help you make every day, an "A" day, on the air. This is a highly readable manual that ploughs through road blocks that stand in the way of great radio. - Discover why "you" is the most important word on the air.

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Creating Powerful Radio Getting Keeping And Growing ...

PERSONALITY Identify winning talent. Develop strong air personalities. Learn to manage high ego talent and motivate your staff to do their best. TALK Secrets to improve your show. Learn powerful radio interview techniques and ways to make the talk win big. INFORMATION Break down the walls between news and entertainment radio.

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Creating Powerful Radio will develop radio students who will have the polish and ease of performance to be ready for excellence in their first radio gig. Arm your radio students with proven and powerful techniques to keep their audiences. Get them Valerie Geller's book now!" - Linwood A. Hagin, Ph.D. Chair & Professor