

## Creating Powerful Radio Getting Keeping And Growing Audiences News Talk Information Personality Broadcast Hd Satellite Internet

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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.

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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. "

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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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