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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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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 ...

Get this from a library! Creating powerful radio : getting, keeping, and growing audiences : news, talk, information, and personality. [Valerie Geller; Turi Ryder]

Creating powerful radio : getting, keeping, and growing ...

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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