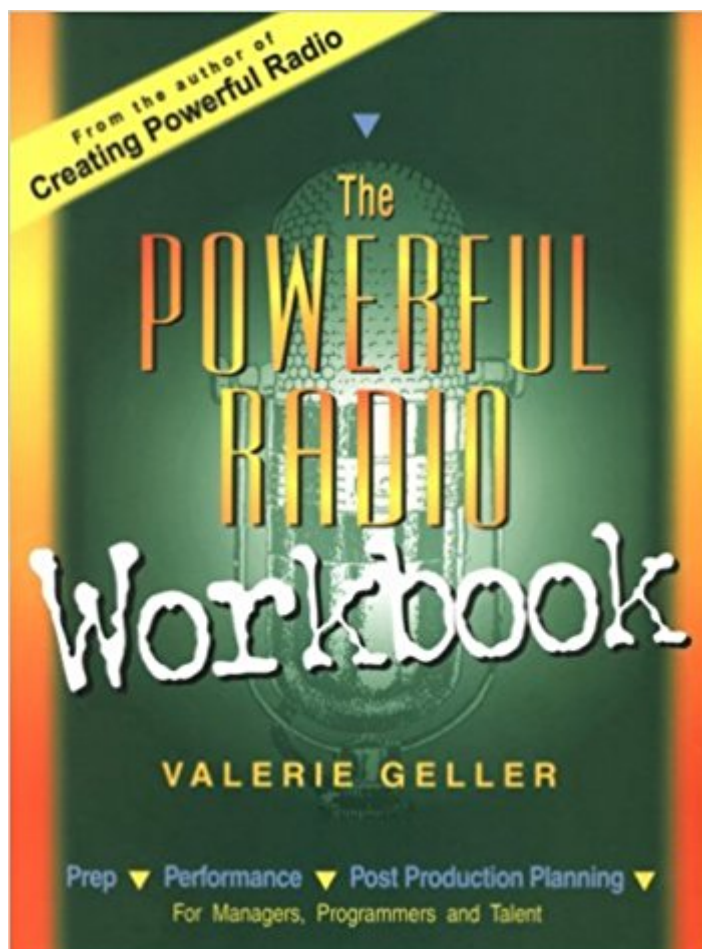




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The Powerful Radio Workbook



Synopsis

The Powerful Radio Workbook: The Prep, Performance & Post Production Planning, is geared for all broadcasters-programmers, on-air talent and presenters, news and managers. Also for those interested in "breaking into radio or TV." This Workbook, by Internationally acclaimed broadcast consultant Valerie Geller is the companion book to Valerie Geller's first book "CREATING POWERFUL RADIO: A Communicator's Handbook, for news, talk, information & personality," offers information to build exciting programming even on slow days, improve an average voice, increase your audience, create powerful news, teach powerful storytelling techniques and get results with airchecking.

Book Information

Paperback: 280 pages

Publisher: M Street Corp (November 15, 2000)

Language: English

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Product Dimensions: 0.8 x 7.5 x 10 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #559,249 in Books (See Top 100 in Books) #28 in [Books > Humor & Entertainment > Radio > Reference](#) #9783 in [Books > Arts & Photography > Performing Arts](#)

Customer Reviews

"The Powerful Radio Workbook is the 'Thomas Road Guide' to success in radio!" -- Andy Vierra, Program Director, KNUU Radio, Las Vegas
Now I have the help I need to develop 'hit talent.' -- David
This should be a textbook. -- Chris Berry, Vice President ABC News

This book was aimed more to upper management and directors in radio, but still offered a lot for those who are not. Also - the main purpose is toward the talk industry. If you are seeing Top 40 gigs, this book is not for you. Geller's book helped me most, at this point, by giving me an inside look of what my PD's are looking for, rather than what I think they may be looking for. Definitely useful.

As a recent college graduate entering the job market, I have memorized The Powerful Radio Workbook. I could have used this when I was still in school! Thank you Ms. Geller for helping me

gain the confidence I need to be a success.Cindy Snow

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