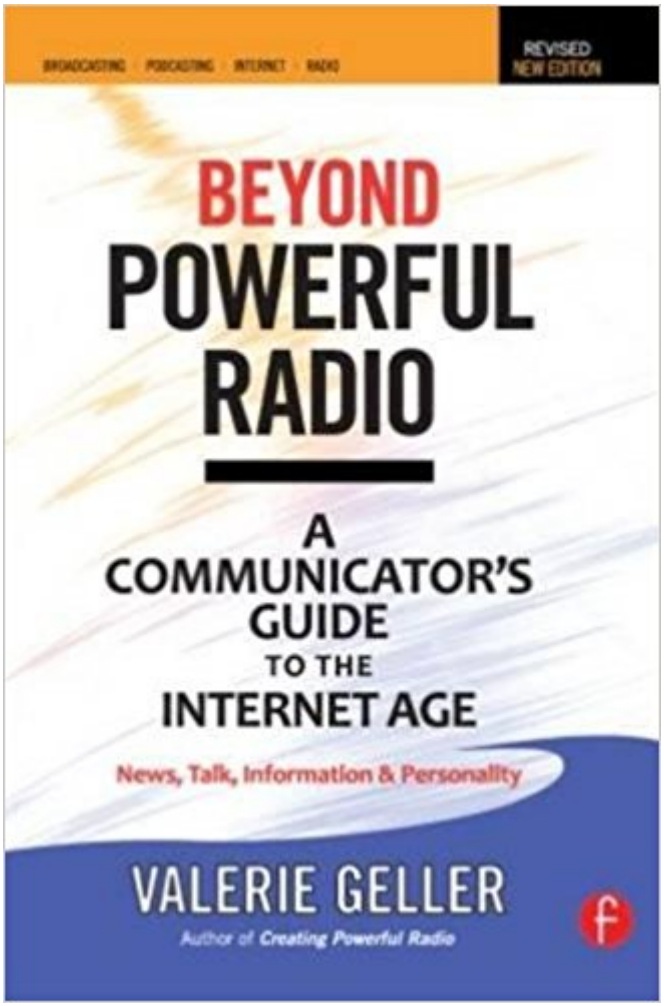
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Beyond Powerful Radio: A Communicator's Guide To The Internet AgeÃ¢â‚¬â€News, Talk, Information & Personality For Broadcasting, Podcasting, Internet, Radio




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Synopsis

Beyond Powerful Radio is a complete guideÃ Â to becoming a powerful broadcast communicatorÃ Â on radio or internet! ThisÃ Â how-to cookbook is forÃ Â broadcasters who want to learn the craft and improve.Ã Â This practical and easy-to-read book, filled with bullet lists, offers techniques toÃ Â learn everything from how to produce and host a show, to news gathering, coverage of investigative and breaking stories, writing and delivering the commercial copy and selling the air time. With contributions from over 100 top experts across all broadcast fields,Ã Â Beyond Powerful Radio offers techniques, advice and lessons to build original programming, for news, programming, talk shows, producers, citizen journalism, copy writing, sales, commercials, promotions, production, research, fundraising, and more. Plus: Tips to assemble a winning team; to develop,Ã Â build, and market your brand; get your next job in broadcasting,Ã Â effectively promote your product;Ã Â increase sales;Ã Â write and produce commercials; raise money with your station; deal with creative burnout and manage high ego talent; and toÃ Â research and grow your audience. Never be boring!Ã Â Get, keep, and grow audiences through powerful personality, storytelling, and focus across any format. Tried-and-true broadcast techniques apply to the myriad forms of audio broadcast available today, including Web radio and podcasting. While the technology and delivery systems change, the one constant is content! Listeners, viewers, and surfers want to be entertained, informed, inspired, persuaded, and connected with powerful personalities, and storytellers. A full Instructor Manual is available with complete lesson plans for broadcast instructors - course includes Audio Production/Radio Programming/Management/Broadcast Journalism. The Instructor Manual is available for download here: http://cw.routledge.com/textbooks/9780240522241/

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Customer Reviews

"I want to take a moment to thank you for providing the perfect text, for my debut Seminar in Broadcasting class. The chapters and study guides were invaluable, and the students seemed to really like the combination of traditional teaching/interaction and in-studio 'labs' where they put the ideas from the chapters - about formatics, news, commercials, generator/reactor host teams, etc. - into practice. Although I also assigned a second text, Beyond Powerful Radio became the class bible. Much appreciated." --Rich Appel, Adjunct Professor, Seton Hall University and Felician College; Contributing Writer, Billboard

International broadcast consultant Valerie Geller is president of Geller Media International. An in demand speaker, Geller presents Creating Powerful Radio and TV/ Digital Media seminars/ workshops. She also coaches individual talent - on-air personalities and producers and works with newsrooms throughout the world. As a trainer/consultant, Geller, the former program director of WABC radio in New York, has worked with more than 500 stations in 35 countries. Her clients include the BBC in the UK, The ABC in Australia, CBS and NPR in the USA. Beyond Powerful Radio is her fourth book.

Very informative and important book for anyone wanting a career in radio, whether talk or music platform! I highly recommend this book! It's a great learning tool for not only talent but, managers, owners and program directors as well. I like that the author provides the reader with examples throughout the sections to give the reader an opportunity to really understand what he/she is reading. This book should stay a staple not only for new talent but, also seasoned radio professionals as an on-going guide, a refresher if you will. I gave it a 5-star rating because I felt it touched on important key points that radio professionals need to know.

After 28 years of being a radio personality, in and out of a Top 5 market, I needed Valerie's book because I was so frustrated at the results of my so-called career. I blamed the industry, consolidation, and incompetent ownership and management. I new feel empowered with new insights, ready to provide my field with more entertainment and revenue-generating performance,

thanks to this guide (which I will refer to regularly). I hope my competition doesn't read it!

It's pretty slim pickins' when it comes to literature concerning the production and marketing of quality radio programming. I'm glad she was one of the few who decided to put pen to paper. Great book.

Great, valuable book for anyone in the radio industry.

I've been reading Valerie's Beyond Powerful Radio and as a newcomer to the world of Podcasting I've found this book has been a tremendous value on multiple levels.This is a book that I will be sure to reference as I continue growing as a Podcaster.

I've been reading thru the book by Valerie and it is very thorough for someone like mewho has been in Radio and TV for more than 46 years. I am considering doingsomething online but haven't made up my mind just yet but the book is full of usefulinformation!

In today's "Social Media World" if you want to host a radio show you have to personally connect with your audience. This is your text book! Thank you Valerie.

The best book on how to be a radio talk show host or intermediate media star ever written. Valerie knows her stuff. She's been in radio forever. She's worked with all the big stars and she's a real pro. You will learn more from this book than any other out there. She knows it all. She's one of the top media consultants in the world. That's why she gets the big bucks!

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