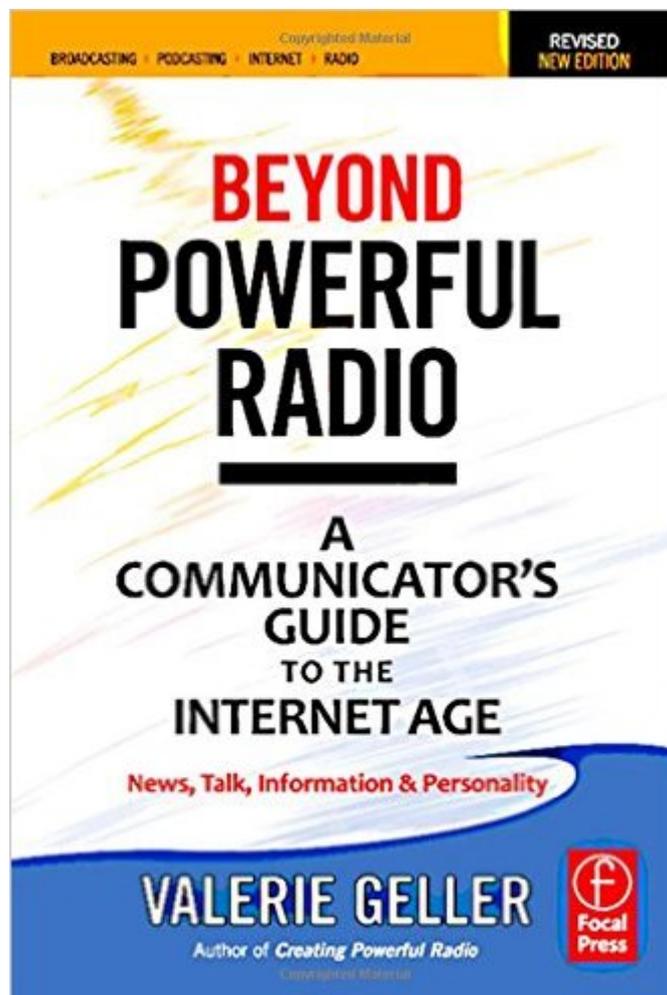


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# Beyond Powerful Radio: A Communicator's Guide To The Internet Age\_ News, Talk, Information & Personality For Broadcasting, Podcasting, Internet, Radio





## Synopsis

Beyond Powerful Radio is a complete guide to becoming a powerful broadcast communicator on radio or internet! This how-to cookbook is for broadcasters who want to learn the craft and improve. This practical and easy-to-read book, filled with bullet lists, offers techniques to 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, 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, build, and market your brand; get your next job in broadcasting; effectively promote your product; increase sales; write and produce commercials; raise money with your station; deal with creative burnout and manage high ego talent; and to research and grow your audience. Never be boring! 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

What drew my attention to this title was its promise of offering expert help in regard to podcasting and internet radio. Well, it does and it doesn't. The book is very clearly oriented to commercial radio and talk radio in particular. But the elements of creating a successful podcast or internet radio (or, increasingly, video) show are common and Ms. Geller covers these elements in copious, almost suffocating detail. In short, "Beyond Powerful Radio" live up to its hype. Geller draws on her own experiences and those of dozens of other broadcasters. The book is fun to read just because it provides insight into the broadcast radio business. Many of the sections will be superfluous to many, if not most, internet broadcasters. But some of the sections are precious, such as those on developing your voice, show prep and, particularly, promotion and marketing. The internet is a blessing in that it gives anyone the opportunity to broadcast their message - but you still have to develop an audience that knows you exist and will listen to your message. The book is very short on internet specific techniques for audience building, but you can still learn from the examples Geller provides of how broadcast stations do it. The book has so many contributors and attributions that it sometimes feels disjointed, but the overall effect, in a way, is like attending a breakout session at a seminar and hearing ideas offered at a fast pace. As noted, my interest was attracted because I thought this might be helpful in creating a podcast series I am planning. My interest has paid off here: this is an excellent book for the novice broadcaster, over the air or on the internet. Jerry

As a podcaster, I picked up this book hoping to glean some advice that would help me behind the microphone and I ended up with far more than I even expected. This book contains a boatload of practical advice for connecting to your listeners and becoming a better host. Yes, this book is geared toward terrestrial radio talent and certain sections like "formatics" may be less applicable to podcasters. This, however, is not the majority of the information. The core advice in this book can be applied by anyone from teachers and public speakers to podcasters and radio hosts. My only quibble is with the price. While it may be much cheaper than attending a seminar by the author, purchasing an e-book for >\$31 was a big leap of faith. I think that this is the most expensive kindle book that I have ever purchased. In the end, I'm glad that I did and wholeheartedly recommend it to others.

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.

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 now 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!

Beyond Powerful Radio, Second Edition is a must-have book, whether you are interested in getting into broadcast type work, or are a seasoned veteran of the radio world. Valerie Geller fills this book with her expertise, helpful hints, common sense advice, and a plethora of things to make you take pause and see things from an enlightened new perspective. Everyone in the broadcast industry should study this book, whether you be an on-air talent, a program director, station manager, or the part-time janitor, there truly is some helpful advice in these pages that can help you better your career, or give you an advantage in getting your career off to a good start.

I just got into the business of radio about 8 months ago and this book is THE SOURCE for being all you can be in the world of radio. Valerie Geller is the top in her field and this book is a wonderful resource to read through and to keep as a reference for frequent use. I'd love the opportunity to hear her speak or to take a course she's teaching!

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.

This book will save you lots of time, (brain damage) and maybe money as well. I learned something on almost every page. It will help the new person and those already in the field to get better. Buy this book, it's THE BIBLE on Broadcasting :)

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