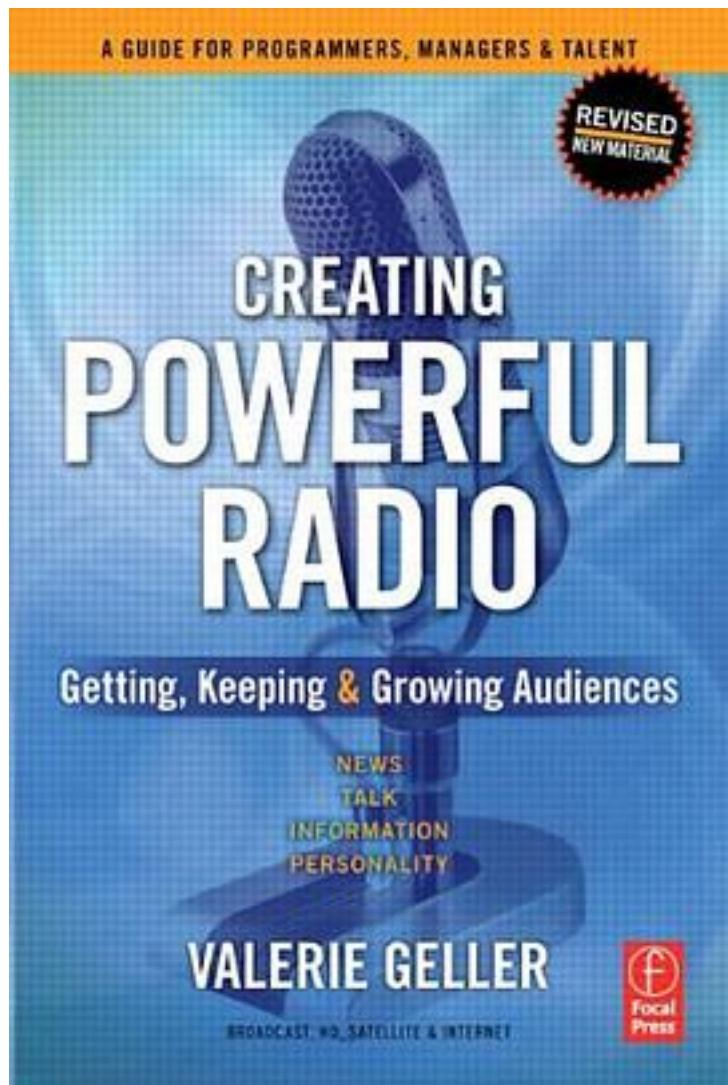


Creating Powerful Radio



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出版者:Butterworth-Heinemann

出版时间:2007-3

装帧:Pap

isbn:9780240519289

"Creating Powerful Radio" is suitable for managers, programmers and talent. It helps you grow audiences - Increase your ratings! It includes: LifeStage Demographics: Know your audience and how they listen; Programming - build exciting programming, even on dull news days, with proven techniques to guide programmers and talent to the next level of performance; News: Write, produce and deliver powerful news. Learn multiple version techniques and much more; and, Personality - Identify winning talent. Develop strong air personalities, and learn to manage high ego talent and motivate your staff to do their best. It offers you talk secrets to improve your show. You can learn powerful radio interview techniques and ways to make the talk win big. It also includes information - break down the walls between news and entertainment radio, and, creative methods to easily write and deliver complex, detailed stories or issues using the multi-version method; Promotions - learn methods to spread the word about your station and write powerful copy for more effective promos and commercials; and, Airchecking - a comprehensive step-by-step guide to show prep and effective airchecking. Valerie Geller is an internationally acclaimed broadcast consultant working with stations that emphasize news, talk, information and personality radio.

作者介绍:

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