

# You're On!



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From YouTube to national television and radio more of us are appearing more often on the media. In this informative and readable new book, Alec Sabin provides expert coaching for both professionals and the general public on how to look good on TV and the Internet; and how to sound good on the radio. Taking a wide-ranging approach, Alec discusses the aims of good presentation; how the interview works; and how mastery of your material is crucial. On the technical side he provides exercises to improve vocal quality and breathing; tips on controlling nerves; and an insight into how the technology of the TV and radio studio can work for you. He gives expert guidance on ad-libbing; podcasting; reading a script; and interviewing. This book will be essential reading for students of media studies; professionals in TV, Internet and radio presentation; and anyone who has to make a great first impression in public.

作者介绍:

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