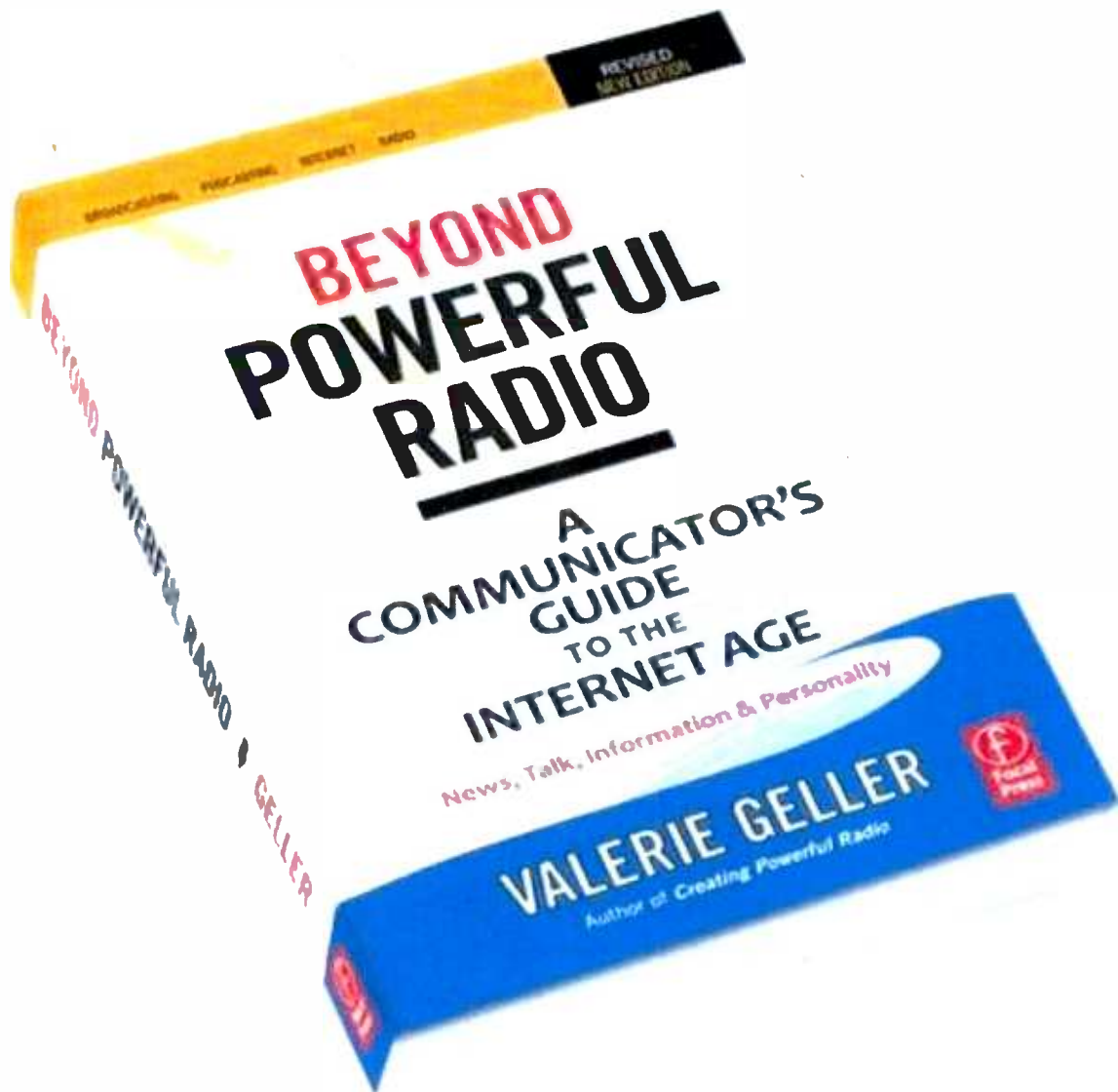


BOUND TO CREATE



Discover the Broadcaster's Secret Weapon

ABOUT THE AUTHOR

Internationally acclaimed broadcast consultant **Valerie Geller** works with top stations and broadcast groups throughout the world, leading "Powerful Communicator" workshops and coaching programmers, on-air personalities, journalists and managers learn techniques to strengthen the programming and grow audiences. Since 1991, she has worked with more than 500 stations in 34 countries to enhance programming in radio, television, podcasting, streaming and new media.

Named by Radio Ink magazine as one of the 50 Most Influential Women in Radio, Valerie's contribution to the industry was also recognized by the Conclave's 2010 Rockwell Award. Valerie has worked with the BBC, LBC ABC, CBC, RTL, NRK, (Sveriges Radio/TV Danmarks Radio/TV) CBS NPR public radio international and more.



ABOUT THE BOOK

This book will help you become a better broadcaster for personality, news, talk, and information radio. Includes sections on Storytelling, Marketing, Copywriting, Presenting, News Writing, Producing, On air Fundraising, Research and Sales. Based on: Tell the truth, Make it matter, Never be Boring! Everything you need to know to succeed as a communicator in the digital age across all platforms!

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 I 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, copyrighting, sales, commercials, promotions, production, research, fundraising, and more. **For more information visit: www.bit.ly/beyondpowerfulradio**

Save 20% off this title when ordering from focalpress.com. Use discount code AT502* at checkout. For further information contact: louise.armstrong@tandf.co.uk



*This discount is only available on titles ordered directly from our website, until 12/31/2014, and cannot be combined with any other offer.

VALERIE GELLER

Geller Media International

POWERFUL COMMUNICATOR PRINCIPLES

TELL THE TRUTH-
MAKE IT MATTER
NEVER BE BORING

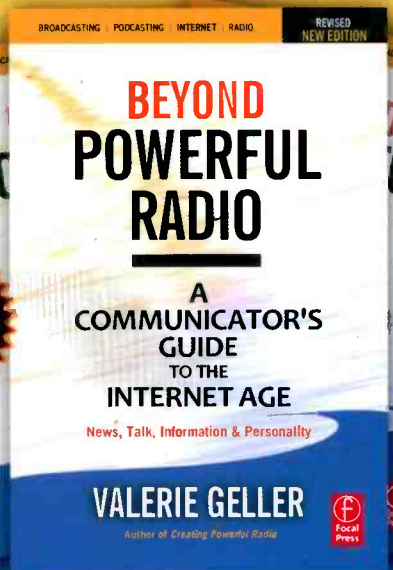
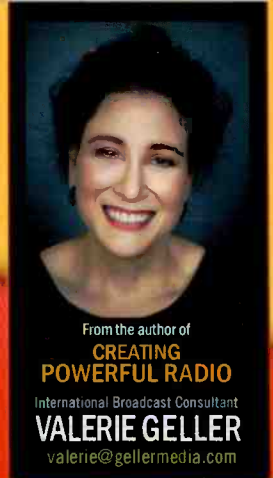
- ▶ Speak visually, in terms a listener can “picture.”
- ▶ Start with your best material.
- ▶ Storytell powerfully.
- ▶ Never let anything go too long.
- ▶ Listen.
- ▶ Ask: Why would someone want to hear this?
- ▶ Address each listener as an individual, use “You.”
- ▶ Do engaging transitions & handoffs.
- ▶ Promote, brag about your stuff
(And other people’s stuff).
- ▶ Stay curious, relax – allow humor to happen.
- ▶ Be who you are.
- ▶ Take risks. Dare to be great!

*excerpted from *Beyond Powerful Radio: A Communicators Guide to the Internet Age*
By Valerie Geller, President, Geller Media International
copyright 2011. Reprinted with permission.

www.focalpress.com | www.beyondpowerfulradio.com | www.gellermedia.com
valerie@gellermedia.com

NEW BOOK FOR MANAGERS, PROGRAMMERS, NEWS AND TALENT

Your Guide to Communicating Powerfully in a Digital World



NEW RELEASE

Proven Techniques To Grow Audiences

"It's my bible."

- Åsa Paborn, Sveriges Radio, Sweden

"I've just been nominated for Speech Broadcaster of the Year for (UK) the Sony Radio Awards - up against best of the nationals. It's the *Beyond Powerful Radio* methods that got me here. Thank you."

- Liz Green, Talk Show Host, BBC Radio Leeds, UK

"Another great book! I'm sending copies to all our PDs across the country."

- Dave Farough, VP Programming, Corus Entertainment, Canada

BeyondPowerfulRadio.com

GELLER MEDIA INTERNATIONAL

Helping Communicators Become More Powerful in 30 Countries

www.gellermedia.com | Geller Media International | +1212.580.3385 | twitter.com/vgeller

Order *Beyond Powerful Radio* Today!

www.Amazon.com or www.FocalPress.com

Email your order to Focal Press: directenquiries@elsevier.com

Order by phone from Focal Press: +44 (0)1865 844640

ISBN 978-0-240-52224-1