

BEYOND POWERFUL RADIO

FOREWORD

BY TOM TAYLOR

Watching Valerie Geller at work is exhilarating. Whether it's a roomful of people at one of the seminars she leads around the globe, or a small session, you feel possibilities opening up. You have those "Aha!" moments. You understand why one approach works and creates "powerful radio", and another is a blind alley. Valerie has that effect on people: they see more clearly, they become more focused, and they become more "themselves", because that's what Valerie is after. She shuns clichés and urges authenticity. And not wasting the listener's time. That's a big one: "Tell the truth, make it matter, never be boring."

So you leave a session with Valerie, and you want to keep that inspiration alive in your heart and mind. You've scribbled your notes and you've got your memories. But the rest of life takes over, and old habits are ingrained too deeply. That's why you've got this book. And if you've never had the privilege of being around Valerie and seeing through her eyes – well, that's also why you've got this book.

"Common sense" is one description of what Valerie teaches. She makes communication understandable, step by step. That common sense works not just in traditional radio, but in all the other platforms, whether they're called "new media" or "social media" or some kind of media that hasn't even been invented yet. Good storytelling always works.

Who is this book for? People already "in the business", such as journalists, reporters, news directors, talkhosts, managers, and anybody else who wants to sharpen their communications skills. Also people who want to break into the business, who've got a laptop and a microphone and the desire.

What's in this "Communicator's Guide to the Internet Age"?

You'll learn about:

- 1, Creating content – for any platform. You learn how to put together a show, from prep work to performance to making yourself better with the best techniques for airchecking. How do you create a talk show? A music show? What makes "local" different from "national"?
 - 2, Storytelling and voice. How do you find and purify that unique voice that's inside you? How do you identify the living elements of a story and present them in a compelling fashion?
 - 3, Working across multiple platforms. How do you translate content from one medium to another, being sensitive to the nuances of each?
 - 4, Marketing content. How do you brand, and do promotion, for whatever you're producing?
 - 5, News – writing it, delivering it, and knowing: "What to do in the case of emergency." That could be a lifesaver for your audience.
 - 6, Understanding the audience. That means the lifestages of your audience, and understanding research, and ratings tools like the People Meter and diary.
 - 7, Making money. How do you effectively communicate in sales? How can you create commercials that produce results for the client and keep the audience engaged? How do you generate effective fundraising, for the station or for charities, whether it's an immediate cause like disaster relief or an ongoing effort ?
- More than 50 media pros contributed their wisdom to this book, all top experts in their fields, from PDs and consultants to talkshow hosts and professors.

There's a reason why Valerie's previous books, "Creating Powerful Radio" and "The Powerful Radio Workbook", are being successfully used in 50 countries and have been translated into several languages: they work for people, consistently. So congratulations. You're making a smart investment. As Valerie says, "Do the work." If you do, the investment in time and thought will pay off. Because ultimately, what you're investing in is yourself. You'll discover you can be better than you ever dreamed. Isn't that what you really want?

Tom Taylor, Executive News Editor at Radio-Info.com, Radio's online community since 1999