

GELLER MEDIA INTERNATIONAL'S
Quick Start Pages

RULES OF ENGAGEMENT

ALWAYS ASK:

- What's in this for me—your listener?
- Is it relevant?
- Does it matter?
- Do you care?
- Can you make the audience care?

Beyond Powerful Radio: An Audio Communicator's Guide to the Digital World

By Valerie Geller, Geller Media International.

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