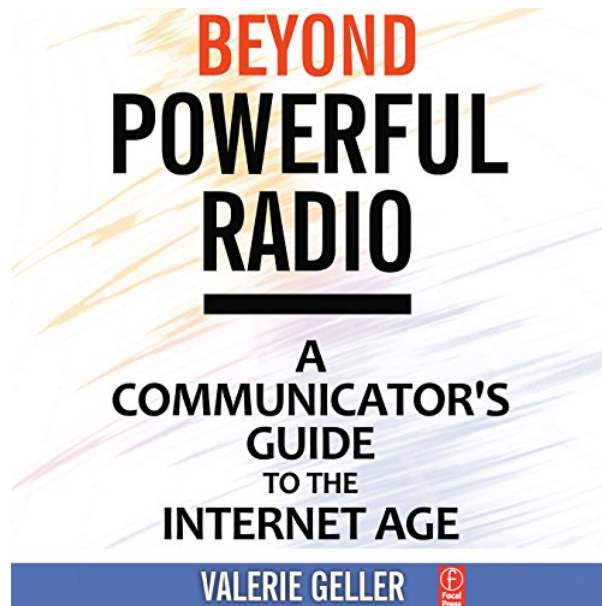


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Beyond Powerful Radio is a complete guide to becoming a powerful communicator for radio, Internet, TV, public speaking - for anyone who wants to learn to communicate powerfully. It's a cookbook for communicators and broadcasters to improve. It's practical; it's easy. You'll find techniques to create content, produce and host a show, grow an audience, news gathering, coverage of investigative and breaking stories, and writing and delivering commercial copy. Plus how to make money with your show, sales and marketing, and build programming for news, talk, producers, citizen journalism, copywriting, sales, commercials, promotions, production, research, fundraising, and more. Plus: tips to assemble a winning team; develop, build, and market your brand; get your next job in broadcasting, effectively promote your product; increase sales; write and produce commercials; raise money with your station; deal with creative burnout and manage high ego talent; and research and grow your audience. Never be boring! Get, keep, and grow audiences through powerful personality, storytelling, and focus across any format. Tried-and-true broadcast techniques apply to the myriad forms of audio broadcast available today, including Web radio and podcasting. While the technology and delivery systems change, the one constant is content! Listeners, viewers, and surfers want to be entertained, informed, inspired, persuaded, and connected with powerful personalities and storytellers.

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