

Essential Radio Skills: How To Present A Radio Show (Professional Media Practice)

Peter Stewart



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Essential Radio Skills: How To Present A Radio Show (Professional Media Practice) Peter Stewart This is a practical, how-to guide to producing and presenting radio to a professional standard. Packed with day-to-day advice that captures the essence and buzz of live broadcasting; from preparing your show before it goes out, last minute changes to running orders, deciding what to drop in over a track, how to sell a feature or promote a program, setting up competitions, thinking fast in a phone in - this book will help you do all that and more. It covers network and commercial, music and talk radio skills and is particularly suited to the independent local or community radio. It features advice from professionals, covers industry-wide best practice with enough 'need-to-know' technical information to get you up and running. This edition has been updated throughout and now links to a YouTube channel where readers can hear examples of the work. One of the few books we'd recommend BBC Training.

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