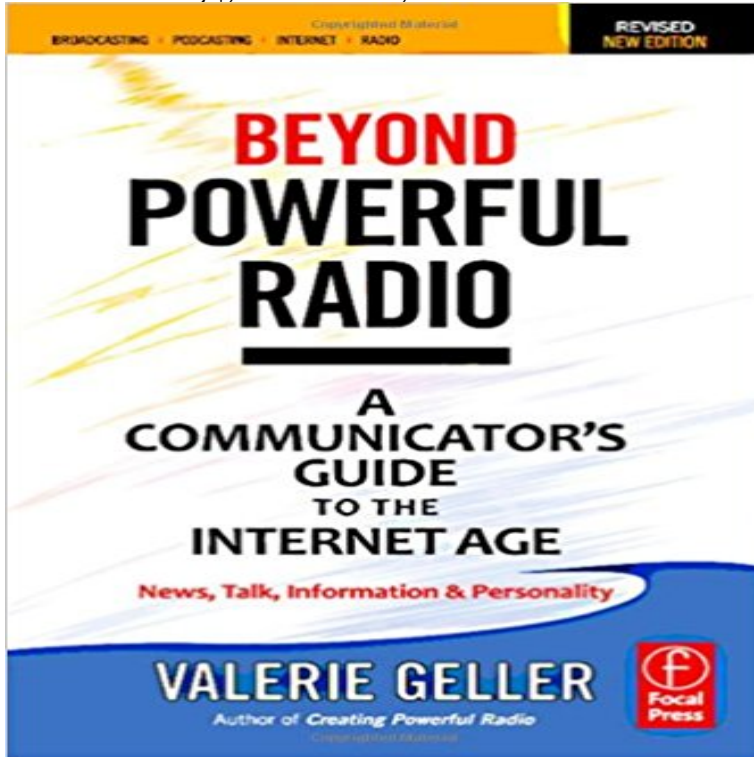


Beyond Powerful Radio: A Communicators Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio
Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio



powerful broadcast communicator on radio or internet! This how-to cookbook is for broadcasters who want to learn the craft and 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, copy writing, sales, commercials, promotions, production, research, fundraising, and more. Plus: Tips to assemble a winning team; to 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 to 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,

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Dead on Revival Main menu Skip to content Home About the Blog About the Blogger The Alphabet The List Sleep now; fear human nature tomorrow POSTED ON FEBRUARY 16, 2016 Ive had this blog for nearly a decade. Fuck. POSTED IN LIFE A Prayer POSTED ON NOVEMBER 27, 2015 You are, of course, too much I am easily tired and slow Where you run on for days without rest: The God of ultra-marathons and Bolt Who still jogs beside me on my 12-minute mile Where you work without end: The Messenger for Gods without rest or relent Who pulls me to my feet on 14 hour shifts Where you laugh without reserve: The Prankster who steals their best friends cows Who reminds me that may it harm none we all need to have fun Where you lead: The Guide today until death Who rides beside me on long sleepy nights Enagonius, Poneomenos, Mechanotes, Diaktoros Transcendent and eternal You called to me and I fall at your feet I thank you, Lord Hermes, for your blessings and your indulgence as I find my way on your path POSTED IN LIFE TAGGED DRU TALKS GODS, HELLENIC POLYTHEIST, HERMES, POLYTHEISM, PRAYER Drunk Advice From A God POSTED ON NOVEMBER 3, 2015 2 the days are pouring nectar down my throat so thick and sweet that it makes my teeth brittle in exhalation to life and he tastes like spiced wine, in-toxicating and scalding as he elevates me the way a lift carries you as high as you ask it as high as its able He laughs: Burn Your Feet flying through inexorable hours you once spent languishing in despondence Reach out with both your hands for Death and screech your joy when She recoils, smiling POSTED IN LIFE TAGGED DEVOTIONAL STUFF, DRU BLOGS, HERMES, MY STUFF, PERSONAL, POETRY, WRITING Eirwyn p1 POSTED ON JULY 8, 2015 Once upon a time, in a land bordered by a lush, dark wood, there ruled the kind but simple king, Gwirion. Fortunately for his kingdom his young queen, Bywyd was as sharp as he was dull. She advised him in all matters of state, and benevolently attended concerned citizens and visiting dignitaries alike, always with a graceful nod to her husband and a quiet "May it please your Majesty." So it was that they ruled in peace for many years troubled only by the lack of Ysbryd-ane an heir to carry on the divine dragon blood of Gwirions ancestors. When Bywyd found herself full with child at last she rejoiced that their kingdom would be secured, their rule assuredly peaceful for the rest of their lives. And when the child was born, with raven black hair so dark against eyes as blue as lightning and skin as pale as snow, they called her Eirwyn and raised her to understand the five aspects of the dragon that she must ever personify to rule her people. Before her sixth birthday, Eirwyn was already tired of the dusty words she had learned by rote. POSTED IN WRITING TAGGED BLOG, CAMP NANOWRIMO, FAIRY TALE, FEEDBACK PLZ?, WRITING vibrato POSTED ON JULY 8, 2015 OK. Im shaking apart inside Tremors that are too fine to be seen or felt Maybe i can hear them though? If I listen v carefully Cool. Im not really sure why. Maybe minds are meant to fall apart when theyre as delicately stitched together as mine? Ooh or Im picking at the metaphorical seams because Im just so godsdammed bored! Yas. Lets make this an intentional thing Consequences of choices are always easier to stomach Even if theyre shitty Mm. Learn to trust your audience, right?

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You're all such bright young things. You're capable and endlessly receptive. Just like me.
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