

# **WALKING ON AIR: HOW TO BE A RADIO PRESENTER (MEDIA SUCCESS) BY RADIO TALENT**



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## **About the Author**

Radio Talent is a specialised team of career advisors in the field of radio and television, they pioneered a groundbreaking marketing channel for broadcast professionals in 2004 and have contributed to the careers of some of radio and TV's most successful and highly paid artists ever since.

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# **WALKING ON AIR: HOW TO BE A RADIO PRESENTER (MEDIA SUCCESS) BY RADIO TALENT PDF**

A short, exceptionally powerful book cited by high achievers in the world of radio as a must read. Full of techniques, ideas and trade secrets, Walking On-Air is a motivational and inspiring read for professionals and newcomers to the industry, particularly in the UK. Written and reviewed by high profile presenters and radio management from all over the world, it not only covers the basics required for a career in radio, but also contains a crucial mindset for success, which has never been published before. Reviewers have claimed this book to be a formidable insight on the realities of professional broadcasting today. "A sizzling wake-up call for budding presenters" Bruno Brookes "I wish this book was around when I started" Simon Hirst "Quite scary stuff..." Richard Allinson "I wish this book was around 20 years ago" Tony Dibbin

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Media College or School Gem

By David

A far as how-to books go this one has some good value. Certainly written with a school leaver, enthusiast or college student in mind it is very simple and supplies just enough.

Having read it I have a sense of why radio does what it does and how I can get stuck in, I only wish there was more information or perhaps a list of contacts in the book, which there isn't.

Short, demystifying and enlightening with practical advice.

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