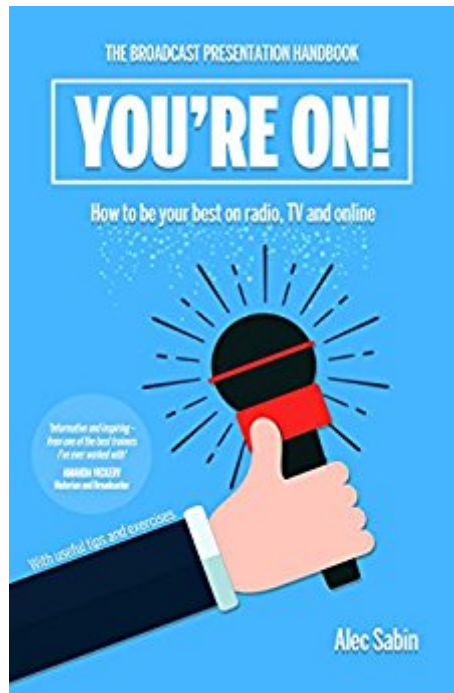




The book was found

You're On! The Broadcast Presentation Handbook



Synopsis

More of us are appearing on the media these days simply because there is more of it about. Radio, TV, YouTube, podcasts, webcasts â “ you name it â “ have voracious appetites and their cheap fast food is you and me. Yet more of us want to appear on the media as practised professionals, whether as TV or radio presenter, journalist, or simply guest interviewee on a show. In this brand new edition of Youâ™re On! Alec Sabin has simple advice for all would-be broadcasters, even the celebrity wannabee. You need to prepare, you need to engage and you need to communicate. Preparation allows you to look like you are winging it, when youâ™re not. Did you think those cool, casual DJ ad-libs werenâ™t planned? Engaging your audience is making sure theyâ™re listening to you even when all thatâ™s in front of you is a microphone or camera lens in a draughty studio. Communication involves taking your viewers and listeners with you. Taking a wide-ranging approach, Alec discusses the qualities of good presentation, engaging the audience and how mastery of your material is crucial. He provides exercises to improve vocal quality and breathing, tips on controlling nerves, and an insight into how broadcast audio and video technology can work for you. There is expert guidance and further exercises on everything from ad-libbing and podcasting to reading a script and interviewing. And what about creativity, energy, passion and something which comes from leftfield, not guaranteed but valued, and most of all welcomed by all professionals â “ a certainâ |? Well, itâ™s described in the last paragraph of Youâ™re On! but to fully appreciate it you really need to read what comes before. This book will be essential reading for media students and professionals alike; with useful material for anyone who has to make a great impression in front of the camera or microphone.

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