

Foreword

By Perry Michael Simon

Almost everything about the media has changed.

How we get news, information, and entertainment has changed. Tastes have changed. The world has changed.

A few things, however, have not changed. People still want news, information, and entertainment. And the ways to make that content more effective still rely on techniques that are meaningful regardless of the medium. With apologies to Marshall McLuhan, sometimes the medium is not the message; the message itself is the message, and the medium is just the vehicle used to reach an audience. Today, people get their entertainment and information in many forms, from traditional radio to podcasts, streaming, short-form videos, social media... content has to be wherever the audience is, and they're all over the place.

That's why you need this book.

No, actually, you need this book for more than that. Communication skills are critical in more than just doing a radio show, recording a podcast, or making videos. They're necessary on the air, online, and in real life. They can make the difference between entertainment and background noise, between news and random facts, between human interaction and artificially-generated material. They can sell products and sell ideas, inform and persuade, offer companionship and engagement.

Those skills, however, are not easy to acquire. They come more easily to some people than others. Regardless of whether you're a seasoned talent or a newcomer, it's good to have an expert guide you through the things that set the best apart from the rest. That's Valerie Geller, one of the very best at helping communicators be the best they can be. (I'd bet she can even help you avoid using the word "best" too many times in a paragraph as I just did. Repetition has its value, but not like that.)

So, you've come to the right place. This book is many things: it's the definitive user's manual for radio management and program production, it's a guide to making better podcasts, social media, and news and talk programming, and it's a primer on marketing your station, your show, and yourself (in other words, how to make money with all of this). You'll also find the most up-to-date look at how artificial intelligence is changing the game yet again. And it's a powerful reminder that communication is all about storytelling, and that the better you are at telling a story (and the less boring you are when doing that), the better you'll be at broadcasting, and at everything else.

Whatever stage you're at in your media career, beginner or veteran, you'll find something valuable here to make you the best content creator you can be in whatever medium you choose. This book is a great way to get started.

Go!

Perry Michael Simon is a columnist for Barrett Sports Media/Barrett News Media. He is the former Editor-in-Chief of radio trade site AllAccess.com and Nerdist.com, and programmed KLSX/Los Angeles and New Jersey 101.5.