

# Introduction

## Beyond Powerful Radio: An Audio Communicators Guide To The Digital World

Valerie Geller

“Where there is love and inspiration, you can’t go wrong  
Never give up trying to do what you really want to do.”  
— Ella Fitzgerald

The curse of our business is that it looks easy. Everyone can talk, so people believe they are experts, and that *anyone* can do it. That’s because the great talented broadcast personalities and communicators make it *look* so effortless. But communicating powerfully in a way that will get, keep, and grow audiences is not easy. It is very hard work, requiring craft, skill, desire, experience, and training. As the host of public radio’s *This American Life*, Ira Glass states, “it’s *supposed* to be hard.”

If you have the desire for the work, this book will give you the methods and professional standards that can help you succeed, wherever you are in your career, whatever your skill level, and whether you podcast, broadcast on air, or online. It’s intended for people at every level of broadcasting and audio media whose jobs are to face the blank page and create compelling programming using their personalities, listening skills and powers of observation and communication.

Technically, although listed as a third, this is actually the fourth update of *Beyond Powerful Radio*. The first edition of *Creating Powerful Radio* was published in the 1990’s. Since then, satellite delivery, digital technologies, interactive mobile media, and the Internet have offered more available platforms, better technology, and instantaneous interactivity. Now we can reach an even broader audience. But no matter the delivery system, or dazzling new technological advances, there will always be the human need to tell a story and for a storyteller who can make it matter.

That's the core of this book. The Creating Powerful Communicators techniques work in every culture, language, and country because they are based on what we have in common, the universal need for human connection and communication. At its best, broadcasting and podcasting hold up a mirror and reflect life as it is at the moment. Radio stays interesting because, just as in life, there is constant change.

The three proven Creating Powerful Radio/Creating Powerful Communicators principles are: Tell the Truth, Make it Matter, and Never be Boring. All of my work is based on those three principles.

In this updated edition of *Beyond Powerful Radio* you'll find an array of proven techniques to help make *any* subject come alive. These tools help to create compelling content no matter what the topic, medium or how many times you've done it.

When *Creating Powerful Radio* was first published, I had no idea that it would be translated into several languages, finding its way around the world.

In the beginning, it was just intended as a simple guidebook for clients and those I'd worked with, to reinforce the ideas and methods to help stations, on-air personalities, and journalists succeed. My hope was to leave something tangible and permanent with them that would outlast *me* after a workshop, coaching session or a station visit—to help avoid a “back to normal slump” that can hit after a consultant or trainer comes around.

But *Creating Powerful Radio* became much more than that, serving as a calling card in 43 countries. Over these years I've worked with more than 500 radio and TV stations and hundreds of podcasts.

These methods have helped thousands of broadcasters, podcasters, and students. Each person working with these ideas has increased their listeners and viewers.

Along with the new sub-title, you'll find new material that reflects the changes in our industry. AI and social media have altered the landscape of how media works, today and in the future. And the podcast community has emerged as a powerful force in audio media. Included are new chapters on Podcasting, AI, Social Media, Right Casting, and Storytelling plus you'll find much more on talent development, on-air performance, and airchecking and expanded sections on news, interviewing, selling, understanding your audience, updated research and LifeStage Demographics, all reflect those changes.

You can delve in from the beginning, or select just the chapters that apply to your interests. But I promise, either way, if you follow the principles in this book, you will improve and succeed.

On the next few pages, the *Quick Start* guide offers the core of the work and proven principles. Because these *Quick Start* pages ended up posted in stations from Stockholm to Swaziland (people literally tore them out of the book), they are right up front.

Creativity and radio are NOT “one size fits all.” The way *you* create powerful radio, host your podcast, or communicate on any platform is a highly personal effort. Your show is unique. No one can tell you how to do it. While the ideas in this book can serve as a guide or “road map,” each individual talent, or broadcaster must find their own way.

If you would like further information about Geller Media International, individual coaching sessions, or the Creating Powerful Communicators seminars, keynotes, and Powerful News & Storytelling workshops, contact:

Geller Media International  
Consulting, Training, Keynotes & Workshops  
Phone: (+1) 212-580-3385  
Email: Valerie@gellermedia.com  
www.gellermedia.com  
X/Twitter@Vgeller  
Instagram @CreatingPowerfulPodcasts