## CONTENTS

1	Introduction	1
2	Listeners And Mood	5
3	Authenticity	11
4	Words	19
5	You	27
6	Likeability And Vulnerability	35
7	Music Radio Presentation	41
8	Interviewing	55
9	Production	69
10	Listening Momentum And Teasing	75
11	Double Acts	89
12	Getting A Reaction	107
13	Brand You	113
14	The Art Of Storytelling	121
15	Podcasting	129
16	The Utilities	145
17	Powerful Promotions And Trailers	151

18	Music	163
19	Contesting	175
20	Rules, Feedback And Getting Better	185
21	Social Media And Visualisation	191
22	Voice Artistry	201
23	The Breakfast Show	207
24	How To Win Awards	221
25	Voice-tracking	229
26	The Voice And Delivery	235
27	Phone-in Callers	245
28	The Commercial World	253
29	Timing And Format Clocks	261
30	Creativity	265
Note	es s	271
Acknowledgements		277
The A	Author	281