

RADIO DAYS: THE SKILLS YOU NEED TO THRIVE ON AIR

Workshop with Radio Personality

Barry Boland

Saturday, October 1, 2011
10 a.m.-1 p.m.

703 Atlantic, corner of Webster, Alameda CA 94501

Everyday, more than 10,200 guests appear on approximately 6,000 radio talk or interview shows across America. Ninety-four percent of the guests are authors who do not have recognizable names. Free content is the need for the media, day in and day out.

Your voice is like a book jacket, and listeners will form a rapid impression of you and your work within a few minutes. This workshop will help you understand the medium, and improve your vocal delivery and chances for success.

During this workshop you will learn how to mark copy, and you will simulate interviews.

On-air etiquette: what NOT to do. The two things you must do once off-air.

The workshop is led by Barry Boland, who learned the basics of radio at KUSP-FM station (NPR) Santa Cruz, CA. He hosted jazz, classical music, and public affairs programs. He created, produced, and booked guests and authors on a show called, "About Men." On KSCO-AM in Santa Cruz, he hosted a morning drive time broadcast. On KBOQ-FM in Monterey, he hosted an evening program of classical music.



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To Register: Send a check to the CWC for \$9 (members) or \$29 (non-members—be sure to include e-mail address) to CWC-BB Attn: Workshops, PO Box 6447, Alameda, CA 94501 Call Barbara Ruffner 510-845-1617 with questions

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