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Hello, Good Evening and Welcome: Guide to Being Interviewed on Television and Radio

John Brand

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Hello, Good Evening and Welcome: Guide to Being Interviewed on Television and Radio John Brand The growth in local television and radio broadcasting in recent years has meant that more and more people have found themselves called upon to act as spokesmen, or to give interviews. This book offers an introduction to the skills needed and the techniques used to create more interesting and newsworthy interviews, and to present a positive contribution rather than merely a reaction. The introduction of cable television on a wide scale makes these topics even more important.

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