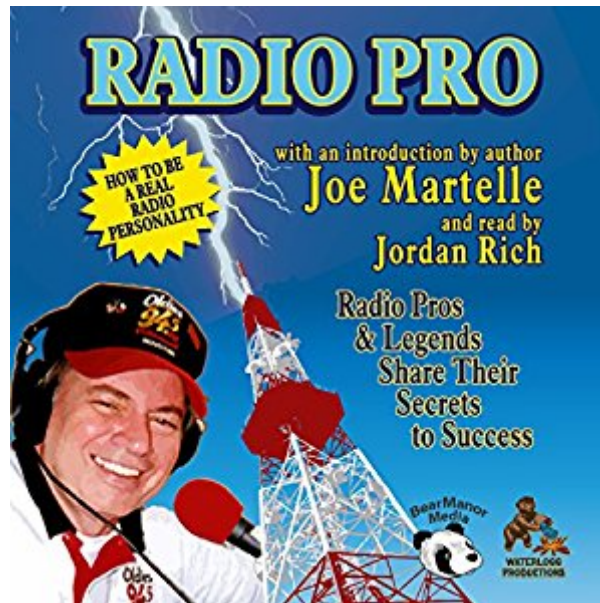




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Radio Pro: The Making Of An On-Air Personality And What It Takes



Synopsis

Radio Pro is several books in one, covering every aspect of personality radio - from the history of pioneer broadcasters to how to become a successful personality. Forty-one-year radio pro Joe Martelle also brings together a richly varied selection of candid comments on the subject from over 150 of America's best broadcasters - seasoned pros who tell it like it is and what it takes to be a successful air and online personality. Radio Pro is enlightening, informative, and thought provoking for both the radio student and those interested in personality radio.

Book Information

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Customer Reviews

The contributors to this book are all multi year pros in the business both Nationally and locally and they offer stories, ideas and tips that would help interested people in show business (Radio and TV especially). As a 50 year pro who is in the book (disclosure) and is a friend of the author who is a long time professional I can well recommend this tome to success. This could be your launch to a great career! Tom Shannon WKBW, CKLW, KWGN-TV, WXYZ-radio-TV

This book was written by a dear friend of mine and I was quite anxious to receive it. It's very well written.

Let me tell you about what I think could be the Bible of radio. It's a new book called Radio Pro just published by Joe Martelle and it's 736 pages (just three pages shorter than The New Testament) of timeless advice for people like you and me who not only make our living doing radio, but who

absolutely love what we do. Joe had a remarkable 40-year run in radio, from the beginnings of Top 40 radio back in the 60s, to AC just a few years ago when he finally hung up his headphones for good. And while Joe Martelle might not be a name everyone recognizes like a Seacrest, a Shannon, or a Bubba The Love Sponge, he's experienced more and learned more in his years in radio than most of us could ever imagine. I seriously don't know how Joe wrote this book. It's so full of stories from huge entertainment legends that we can all learn something from. And while most are radio people, there's also Bob Hope, Milton Berle and Bing Crosby. (Did you know that Bing Crosby was the first broadcaster to convince management that a show could be pre-recorded and not only still be good, but could be even BETTER than a live show?) Did you also know that we deejays are the WORST celebrity interviewers in the world? It's true. Celebrities HATE radio interviews because many times they're talking to a room full of semi-talented people with no real interviewing skills who try to be funnier than the celebrity, or worse yet, ambush them with a question that just pisses them off. So what are the rules of doing a great interview? According to Larry King in Radio Pro, it's "Never be afraid of what you don't know! That's where all the great questions come from." And of course, there are tons of other interview tips Joe researched from Bill O'Reilly, David Letterman, Johnny Carson, and other legends. And Joe's story about his interview with Paul McCartney is classic, mostly because Joe didn't feel like doing it and almost passed it up. All these interview tips will certainly come in handy next time you score that big interview with Ali Lohan! Other chapters in Radio Pro include, "Program Directors, Friend or Foe?" "A Woman's Perspective on Working in Radio and On the Air", "Radio Promotion, Marketing and Publicity", "The Importance of Show Prep", "How to Win in Morning Drive", "How to Break in to Radio" and a chapter starring me, about how to handle getting fired. Yep, I know all about that one, being fired twice in 2 years back in Phoenix. Okay, and yes, I'll admit there are a couple of my stories and even a picture in Radio Pro but I tell you about this book not because of that fact. I'm not making any money off Joe's book. I just truly believe this is a huge resource, almost an encyclopedia about what you and I do that we can learn something from just by opening it to virtually any page. I had planned on making an illegal copy for everyone and putting it up online for you to download but then it occurred to me, not only is that illegal but it would be a TOTAL jerk move. So instead, just order it. It's worth every penny. A much better deal than those scratch-offs you blew \$100 bucks on last week. And congratulations to Joe Martelle for putting together such a vast and comprehensive volume of amazing radio information. Joe truly is a Radio Pro.

There's nothing like the voice of experience. Joe Martelle experienced work on radio in all its

elements: on air, behind the scenes, and in production. Best of all, he interviewed hundreds of other professionals, including many top industry names, to record their takes on how to be a professional in radio. The book contains incredible insight and wisdom into all phases of the industry, and for any wannabe, learning from their successes and mistakes in advance should be advantageous.

I just finished Joe Martelle's book, "Radio Pro," and could not wait to write about it. Joe is one of New England's most successful radio personalities. To paraphrase Harry Chapin, Joe was the morning DJ on WROR in the '80's and '90's. He knew he wanted to be a radio broadcaster since he was a teenager. To Joe, radio is more of a calling than a job. He lived it, breathed it, and ate it 24/7 for more than 40 years. I had the privilege of working with Joe almost 40 years ago when I was an impressionable college student. Joe was a big, larger than life, on-air personality and the sports director at WCSH-AM, in Portland, Maine. I interned at that station. Joe's enthusiasm for radio even back then was infectious. Joe caught the "Radio Bug." It was contagious. He infected everyone with whom he came in contact, myself included. Consequently, "Radio Pro," contains that same enthusiasm and love for radio. Radio Pro is an A-Z guide on how to get into the business, stay in the business, enjoy the business, and endure the business even if the business isn't always kind to you. There are chapters on developing your own air-style, how to break into radio, how to be successful and stay successful and so forth. Much of the book is premised on two Golden Rules. The first is the one we all know: "Treat others as you would like to be treated." The second one, however, is a cynic's rule. "He who has the gold...rules." Sadly, that is the rule governing business. And, radio is a business. While Joe gives suggestions on how to hone your craft, he also admonishes readers to be everyone's friend and especially respectful of the "suits," i.e., management. Joe is an expert at that. He is everyone's best friend. Joe emphasizes that one needs to approach his/her job in a mature and respectful manner. While you may burn inside by criticism from your program director, general manager, and others, you need to stay cool and take the criticism as constructive. While difficult for an on-air personality to take criticism as anything other than personal, it's business. Maybe there is some truth to the critique. So, you need to take a step back, absorb it, make changes as you deem appropriate, and move on. "Radio Pro" incorporates the comments of hundreds of radio professionals, all veterans in the business. Joe's advice, combined with these well known and well respected veterans' comments, surpasses anything a radio novice can learn in school. Radio is a learn by doing job. Joe emphasizes the 3 keys to on-air success: preparation, preparation, and preparation. While talent is important, talent alone will not get you to the top in ratings. The talent who prepares the next day's 3 or 4 hour shift the best is most likely to be a leader

in the ratings. Don't be intimidated by the almost 700 pages contained in the book. It is a text book for students of radio. It should be required reading for all college communications students. Radio Pro is a fast and easy read. It is written for those who are passionate about radio, want to succeed on-air, and who are not afraid of hard work. Only those willing to spend most of their waking hours learning about and working in radio will succeed. Joe's clear and convincing theme throughout is if you're not willing to put in the time and effort, look at another area of work. Radio is not for you. I enjoyed reading "Radio Pro" and the reminiscing by radio royalty, all of whom I grew up listening to: Harry Harrison, Ron Lundy, Dan Ingram, Cousin Brucie, Larry Glick, Dale Dorman, and of course, Joe Martelle. If you have any interest in radio as a lifelong vocation, "Radio Pro" is a must read!

Joe Martelle is one of the nicest people you could ever meet. His book is such a joy to read. If you remember Saturday Night Live at the Oldies or morning radio with Joe & Andy, this book is for you! It is filled with so much. Buy it now! Excellent book written by such a great guy.

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