



The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting

By Kathryn Wolfe

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You can present to camera, speak to time, read autocue, conduct an interview, write and memorise scripts; you have a showreel, headshots and a CV?but what next? How do you decide which genre to go for, market yourself and establish your career? *The TV Presenter's Career Handbook* is full of information and advice on how to capitalise on your presenter training and contains up-to-date lists of resources to help you seek work, market yourself effectively, and increase your employability. Contents include raising your profile, what kinds of companies to aim for and how to contact them, what to do with your programme idea, video and radio skills, creating your own TV channel, tips from agents, specialist genres such as News, Sports, Technology, Children's and Shopping channels, breaking into the US, and more!

Features interviews and case studies with over 80 experts so you can learn from those who have been there first, including:

Maxine Mawhinney and **Julian Worricker** BBC News anchors, **Jon Bentley** and **Jason Bradbury** presenters The Gadget Show, **Melvin Odoom** KISS FM, **Gemma Hunt** presenter Swashbuckle, **Matt Lorenzo** presenter Premier League, **Tony Tobin** chef/presenter Ready Steady Cook and Saturday Kitchen, **Alison Keenan** and **Marie-Francoise Wolff** presenters QVC, **Maggie Philbin** and **Jem Stansfield** presenters Bang Goes the Theory, **Kate Russell** presenter BBC Click, **Sarah Jane Cass** Senior Talent Agent Somethin' Else Talent, **Emma Barnett** award-winning radio presenter, **David McClelland** Technology presenter Rip Off Britain, **Louise Houghton** and **Tina Edwards** presenters London Live, **Fran Scott** presenter Absolute Genius with Dick and Dom, and **Claire Richmond** founder findatvexpert.com

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Editorial Review

Review

"Oh Kathryn! Why didn't you write this book 20 years ago?! If you read this book and don't cultivate a successful presenting career, you didn't read it properly." - *Ortis Deley, Presenter, The Gadget Show*

"This is a smart, well-planned, and valuable handbook which is chock-full of useful material." - *Dr. Paul Elsam, Senior Lecturer in Performance, Teesside University, UK*

About the Author

Kathryn Wolfe is a highly experienced TV Director with credits including BBC's Breakfast Time, Record Breakers, The Clothes Show, Teletubbies and Tweenies, and since 2006 she's been Course Leader Television Production and Senior Lecturer Media Performance at the University of Bedfordshire. For more than ten years she has devised and delivered short courses in TV Presenting across the UK, in addition to delivering TV presenter training in HE, coaching hundreds of TV presenters and launching countless careers. See www.pukkapresenting.co.uk

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Norman Duque:

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