



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

By Kathryn Wolfe



## The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe

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](http://findatvexpert.com)

 [Download The TV Presenter's Career Handbook: How to Ma ...pdf](#)

 [Read Online The TV Presenter's Career Handbook: How to ...pdf](#)

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

*By Kathryn Wolfe*

## **The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting** By Kathryn Wolfe

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 findatexpert.com

## **The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting** By Kathryn Wolfe

### **Bibliography**

- Sales Rank: #3956041 in Books
- Published on: 2014-08-28
- Released on: 2014-08-18
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .49" w x 6.00" l, .70 pounds
- Binding: Paperback
- 216 pages



[Download The TV Presenter's Career Handbook: How to Ma ...pdf](#)



[\*\*Read Online\*\*](#) The TV Presenter's Career Handbook: How to ...pdf

**Download and Read Free Online The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe**

---

## **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](http://www.pukkapresenting.co.uk)

## **Users Review**

**From reader reviews:**

**Louis Vasquez:**

Now a day people who Living in the era where everything reachable by connect to the internet and the resources in it can be true or not require people to be aware of each information they get. How a lot more to be smart in having any information nowadays? Of course the answer then is reading a book. Reading through a book can help folks out of this uncertainty Information specially this The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting book since this book offers you rich info and knowledge. Of course the info in this book hundred percent guarantees there is no doubt in it you may already know.

**Shelia Coggins:**

This The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting usually are reliable for you who want to be considered a successful person, why. The reason of this The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting can be among the great books you must have is definitely giving you more than just simple looking at food but feed anyone with information that probably will shock your preceding knowledge. This book is handy, you can bring it everywhere and whenever your conditions in the e-book and printed ones. Beside that this The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting forcing you to have an enormous of experience including rich vocabulary, giving you test of critical thinking that we all know it useful in your day action. So , let's have it and revel in reading.

**Louis Hartford:**

Reading can called head hangout, why? Because if you are reading a book mainly book entitled The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting the mind will drift away trough every dimension, wandering in most aspect that maybe unknown for but surely might be your mind friends. Imaging each and every word written in a guide then become one type conclusion and explanation this maybe you never get just before. The The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting giving you an additional experience more than blown away your mind but also giving you useful details for your better life on this era. So now let us present to you the relaxing pattern at this point is your body and mind will likely be pleased when you are finished examining it, like winning an activity. Do you want to try this extraordinary investing spare time activity?

**Cynthia Cisneros:**

Don't be worry should you be afraid that this book may filled the space in your house, you can have it in e-book means, more simple and reachable. This The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting can give you a lot of pals because by you considering this one book you have issue that they don't and make an individual more like an interesting person. This kind of book can be one of one step for you to get success. This reserve offer you information that possibly your friend doesn't understand, by knowing more than some other make you to be great folks. So , why hesitate? Let me have The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting.

**Download and Read Online The TV Presenter's Career Handbook:  
How to Market Yourself in TV Presenting By Kathryn Wolfe  
#T6987OHM2AR**

# **Read The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe for online ebook**

The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe books to read online.

## **Online The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe ebook PDF download**

### **The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe Doc**

**The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe MobiPocket**

**The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe EPub**

**T6987OHM2AR: The TV Presenter's Career Handbook: How to Market Yourself in TV Presenting By Kathryn Wolfe**