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1. Speak visually, in terms a listener can "picture."
2. Start with, your best material.
3. Tell the truth.
4. Never be boring.
5. Listen to your station.
6. Make it matter.
7. Always address the individual, use "You." - Talk to ONE listener at a time!
8. Do engaging transitions & handoffs.
9. ...

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—Art historian Sister Wendy Beckett. \*  
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