

## Who Is Earl Pilkington?



### **40+ Years in Media? It All Comes Back to Radio!**

**I have always loved advertising...**

**From my first print ad at age 11 to decades in newspapers, television, public relations, and marketing, I've seen it all in the media world.**

**But my heart? It belongs to radio.**

**I've been fortunate to learn from the best in the business, mastering what *really* works for clients and resonates with listeners – not just the theory.**

**Whether full-time or freelance, I've collaborated with inspiring individuals across the globe, from the UK to Australia, honing my craft and building a global perspective.**

**Now, I'm dedicated to giving back to the radio copywriting community.**

**My mission is to create an accessible network and resource library for copywriters worldwide, sharing ideas, building our collective profile, and providing tools and knowledge at all levels.**

**That's why I've written 6 free ebooks (and counting!) and why I champion RADIO COPY PASTE magazine, a quarterly spotlight on the best radio copywriting from around the globe.**

**Contact me at: [allmarketing@radiocopywriters.com](mailto:allmarketing@radiocopywriters.com)**