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Contact: allmarketing@radiocopywriters.com

Website: www.radiocopywriters.com

New Free eBook Bridges the Gap Between Traditional Radio and Tomorrow's Audio Careers

"Most Radio Career Guides haven't been updated since the 1990s - until now," says Earl Pilkington, editor of Radio Copy Paste Magazine.

"With Australian commercial Radio reaching record audiences and internet Radio revenue growing at 11.6% annually, the industry offers expanding career opportunities that most outdated career guides fail to address."

'SOUND ADVICE: A Guide to Navigating Careers in the Modern and Future Radio Digital Media Landscape', is a free eBook aimed at secondary and tertiary education students considering a creative, technical, or business career in Radio now, or in the future.

Penned by Earl Pilkington (veteran broadcaster with over 40 years' experience), this short 40-page downloadable guide bridges traditional broadcast roles with today's digital, streaming, podcasting, and AI-powered innovations in audio media.

Earl says, "It provides an up-to-date, global look at where Radio is heading - and how students can find their place in it."

It includes:

- An overview of roles in on-air programming, news, promotions, engineering, sales, management, and digital content.
- Insights into emerging tech-driven jobs like transmedia storytellers, voice tech experts, and streaming platform architects.
- Career-building strategies including education options, internships, and self-directed learning tips.
- A full breakdown of how to break into the Radio industry - locally and internationally.

'SOUND ADVICE: A Guide to Navigating Careers in the Modern and Future Radio Digital Media Landscape' is perfect for high school and university career counsellors, media studies educators, and student job seekers.

It hopes to inspire the next generation of Radio professionals to think beyond the mic and plan their future career in Radio.

Download 'Sound Advice' for free at: www.radiocopywriters.com

About Radio Copywriters:

RadioCopywriters.com is a leading hub for Radio advertising creatives and copywriters worldwide. The platform provides free resources, industry training, and a digital magazine to support innovation in commercial Radio production and broadcasting.