This book examines how radio announcers construct, prepare, and perform their on-air personalities during a time when the radio industry is fighting to stay relevant amid expanding media options. Crider conducted interviews with key on-air personnel at eleven broadcast stations in order to analyze how each individual created a narrative on-air personality, conducted conversations outside of their performance, were affected by the setting and situation, embraced the role of the listening audience, and reduced the social distance between them and listener. Crider argues that the successful deployment of on-air identity across multiple channels (in-person, online, and through social media as well as broadcast) provides assurance that a space for radio will remain despite the expanding number of media options.

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