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New to book sellers and available online is *Now You're Talkin': A Communications Style Guide for Media Professionals*. The communicator's guide is aimed at broadcasters, news writers, marketing and public relations professionals, presenters, high school and college students, management executives, and any wordsmith interested in the proper use of the English language.

The author is Bob Lang, a veteran California broadcaster with 20 years of combined experience in both radio and television. *Now You're Talkin'* is based on those years in media and is also a direct result of Lang's experiences as a community college mass media instructor.

The book is intended for professionals and consumers alike; viewers who become annoyed each evening when their weather forecaster mispronounces the word as "tempature," or with politicians being interviewed who use that stale expression, "At the end of the day," or for those who bristle when a reporter says that there were "over 500 people" at an event when he should have said "more than 500 people."

The style guide is really a quick reference manual, but is not arranged with rules like the *AP Stylebook* or Strunk and White. Rather, it is refreshingly straightforward with a casual and relatable tone plus just the right touch of humor.

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Now You're Talkin' is broken down into chapters with entries provided in alpha order along with brief narratives as introductions. There are sections on misused or mispronounced words and phrases, incorrect writing, misspelled words, announcing mistakes, punctuation and copywriting tips, redundancies, and more. It includes cross referencing and a full index for ease of use.

Lang has self-published *Now You're Talkin'* through Createspace and it is available at Amazon.com or can be ordered through any bookstore.

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