

Tips for a Better Radio Show:

What can you give the audience that Spotify and Pandora can't?

1. To start with, you need to understand your station's -

- Format
- Actual Audience
- Target Audience
- Daypart Audience
- Underwriters/Advertisers

2. Secondly, understand your job -

- You sell your whole station package, music, news, sports, events
- Formalize the process
- Prepare, know what comes next. Use a show prep form if you need to.
- Relate, involve your listeners, talk to them like friends. Create a sense of urgency.

3. Remember:

- Treat every day as your first day.
- There may be a computer, but **YOU ARE IN CHARGE.**
- Talk to one or two people. Radio is "theater of the mind." It's a direct connection.
- Don't share your problems, don't air station laundry.
- No MBS! "If it's not important, don't say it."
- Write before you speak in the beginning, one or two thoughts per break. Later, plan what you'll talk about, but not necessarily exactly what you'll say.
- Try to speak less than a minute unless there is a good reason.
- Never read something the same way twice.
- Use your real voice!
- Manage your show's energy level.
- At the beginning of your career, aircheck yourself every show! Listen to it more than 24 hours later. As you get better, aircheck once a week/month, etc. Follow the aircheck guidelines.

Types of Elements to Work In to a Talk Set:

Station call letters, Slogan

Your Name

Time

Song Title (backsell/frontsell)

Artist information

Weather (in your language)

Sports or News broadcast/Game

Upcoming Station Promotion

Calendar/Events

Humor, spoof spots, SFX, production pieces, fake phone calls, celebrity ID's, etc.

Relatables - Things your audience cares about

School news, sports, entertainment, news, Facebook, etc.

Does it relate, does it pass the "who cares" test? Find a way to connect news/information to your target audience.

Find a way to stay positive, (not corny, naïve or fake). Don't take the energy down. Stay Genuine.

<http://usatoday30.usatoday.com/news/offbeat/index/>

http://www.upi.com/Odd_News/

<http://www.oddee.com>

<http://mentalfloss.com>

<http://www.huffingtonpost.com/section/weird-news>

<http://www.thisistrue.com>

<http://www.fark.com>

AIRCHECK CRITIQUE CHECKLIST

by Dan O'Day

(a radio programmer and consultant)

Do you sound like you think this is worth listening to?
Or are you just reading or speaking in a bored monotone?

Did you "sell" the basics?
Or did you deliver them with energy but without comprehension?

Why did you do that? What was your goal?
What, specifically, were you trying to accomplish in that break?

Did you do what you had to do...or what you wanted to do?
Did you give the weather because it was "on the log"...or because you wanted to make sure your listeners didn't get caught without an umbrella?

Did you make it your own?
Or could any/every other jock in town have done the same thing, the same way?

Did you use active or passive language?
"I'll have more tickets to win"....**or**...."How would YOU like to be front-row at...."

What pictures did you create in the listener's mind?
The more vivid pictures you can create in a listener's mind, the longer their memory of your show.

Did you relate to the music?
Remember, the one thing a music station's listeners have in common is their affection for the music you play.

Could this have been yesterday's show?
What happened on your show today that **only** could have occurred today?

Team Show: Did you make use of the two different personalities?
Or was it just two or more people with one point of view?

Was there drama?
Did the listener think, "I wonder what is going to happen next?"

Did you try something I've never heard before?
It might simply be a unique way of delivering the weather.
If you try something new (without breaking our format) and you have a good reason for doing it, I won't be upset if it doesn't work. (New ideas that don't work can be dropped. New ideas that **do** work can be added to your repertoire.)

Did you surprise me?
The way to do that is to ask yourself, "What is the listener expecting me to do right now? **How** is the listener expecting me to do it? And how can I do it **differently** yet in a way that is appropriate for me, my station, and my audience?

Was there any theater of the mind?
If you experienced it or can imagine it, you should be able to make your listeners **see** it.

Did you reveal something of yourself?
The more you reveal of yourself, the more you become a human being to your listeners instead of just a "presenter." After having spent three or four hours with you, do I now know something about you that I didn't know before? If not, it wasn't much of a human interaction, was it?

Did you give your name often enough?

Have you ever had a friend or relative mistake a co-worker's voice for yours? If so, just imagine how difficult it is for people who **don't** know you to identify your voice.

Was there any one-to-one communication?

Did I feel you were talking directly to me, the listener...or to some mass audience?

Did you promote?

If it's worth doing, it's worth promoting. If you have something exciting coming up, let your listeners know about it **in advance**...so they can start enjoying it **before** it happens.

Did you promote in a way that is likely to keep people listening?

Simply reading a laundry list of "what's on the show today" is not very compelling.

Did you tease?

A good tease heightens the listener's interest in what is coming. A good tease makes the listener listen longer.