**SHOW PREP**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the key to being a great on-air personality.

Constantly collect material from various sources and organize it for a show.

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Written ideas
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ experienced, observed or overheard
* What you read, eat, feel, experience, dream

(just don’t offend anyone please – use fake names if necessary)

RULES FOR POWERFUL PREP

* Be willing to “go with it” when something irresistible happens
* Book guests that you know something about, you’ll enjoy, and who will enhance your show by providing information and entertainment
* Keep guest time calculated – guests are spice to your show
* Carry a recording device, camera or notepad (like a photographer always has a camera ready)
* Capture your ideas when they happen
* Don’t limit your vision
* Expand your horizons
* Talk to everybody, listen to everybody, read everything, watch everything
* Hang out with creative people
* Know your audience and their lifestyle
* Know what’s going on in their communities
* Read local papers, visit community websites
* Attend community functions
* Get to know the people and the community
* Stay curious and interested
* Discuss your show ideas with somebody else (like a producer)
* Discuss ways to form questions and points you want to make to engage the audience
* Bounce ideas off others
* Prepare the soundtrack for your show – bits, music, sound effects, etc.
* Make sure everything is working
* Part of your job IS surfing the web
* Search news and information sites, blogs, etc.
* Google Trends and Google Insights – tell you the hottest topics people are talking about right now
* Twitter Trends with Trendsmap.com – most talked about topics on Twitter right now in your community
* Yahoo Local News – shows you all the big stories from all the local news outlets

\*\*\*Prep your creative side as well as your informational side\*\*\*

PREP AND TOPIC SELECTION

If the on-air personality is genuinely interested in the topic, it will work better.

Dig Deep for \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ or Engaging Questions

* look beyond page one for stories
* take notes
* try to come up with at least one story or observation from your own life for each show

Show Prep is a \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_

* the show producer is an important, objective participant

Review

* show prep starts with a review (aircheck session) of the previous show
* decide what worked and what didn’t

Topics

* decide on a list of topics for the day’s show and assign a priority to each one
* gather additional info on the topics that have caught your attention
* if scriptwriting or pre-recorded material is to be used, the producer can arrange it
* make sure all topic info is up to date
* prepare an outline for the show

Production

* can include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, on-the-street interviews, musical excerpts, sound effects, novelty voices, feature intros and outros, highlights from previous programs, etc.

Schedule

* schedule all program elements
* prepare a \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ (if something doesn’t work or a guest doesn’t show)

Archives

* file previous program schedules, copies of scripts, program ideas, background material (by subject), audio files

Be Selective

* narrow your topics to what best has to do with you and your life
* be original and specific
* reach listeners physically, emotionally, spiritually, intellectually and personally
* What are people doing? What are they talking about? What do they care about?
* spot trends, take risks, exploit opportunities
* Will people expect us to cover this?
* have a database of contacts for sources
* People want to understand why something is happening

If the news is slow

* use stories you heard from family members or friends

FINALLY…

* \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ to catch the real-life stories all around you.
* \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ with one idea per day.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_! Write it all down!