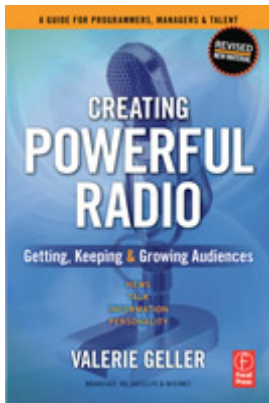




15 tips for creating powerful radio

Adapted from: *Creating Powerful Radio* By Valerie Geller



Here's 15 tips to ensure you create a powerful radio broadcast that will captivate your listeners:

- Speak in terms your listener can “picture.” Use details. Describe the little things so your audience can “see” what you are talking about.
- Always start your show with something very interesting. This ought to be obvious but often isn't.
- Tell the truth. Listeners can tell when you don't.
- Never be boring. If you are bored, your audience will be too.
- If something big or important is happening today, go with it. It may be a pain to change your program or reschedule a guest, but it's worth the trouble.
- Listen to your station, even when you are not on.
- Make your program matter. Use your own life as a show resource. Always answer: “Why is this on air? Why should someone listen to this?”
- Bury the dead. If a topic is overdone, drop it.
- If you are live on-air, anything goes! But anything pre-recorded should be perfect.
- It is okay to brag about your stuff—if it's good. Promote it.
- Brag about other people's stuff. If another host on your station had a “magic moment,” talk about that too.
- If you don't know something, it's okay to say so. Actually, audiences love it when they sense that you are like them.

- Do smooth and interesting segue-ways and transitions to other hosts and shows. Support them sincerely.
- Be who you are on the radio.
- Risk. Try things. Dare to be great!