



Be A Content Superhero!

Content That Rocks

Outline

Premise: Questions we're answering

- Listeners are brutal – They *will* change the dial because they have options.
- How much content should we be creating?
- How much time should be spent in preparation/curation of content?
- What is the one thing that can double my ratings and take me from #10 to #1?

The Most Important Considerations In Building Your Show:

1. Curating Content.

- Features are content containers. They're only as good as the content you put in them.
- Make content work for your personality-not vice-versa. You can hear talent that has this backwards by the lack of enthusiasm and passion in execution.
- What is your content filter? Identify 2-4 pillars on which to build all elements. For example: 1) Relationships, 2) Pop Culture, 3) Personal Observations of Everyday Life.
- Preparation is everything. Most shows spend too much, or too little time in preparation. Don't prepare to the point of scripting or rehearsing, but do plan layers to enhance breaks.
- Adding perspective and meaning to all topics is far more important than the facts or information.

2. Stories With Drama

- Brand every segment to make it memorable, repeatable and easy to discuss. Seinfeld episodes are a perfect example of this.
- Follow the five elements of storytelling: Hook, Setup, Dressup, Payoff, Blackout. The most important are the hook and payoff.
- Build drama in stories, leading the audience to payoff. Drama is adding color, interest and anticipation. Combined with the familiarity of a great feature, you increase chances of holding listeners.



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3. The ONE Thing

- You only need one great feature to rise from #10 to #1. Find your one thing, and be great at it. Make it famous.
- Read the book, *The One thing* by Gary Keller.
- Every radio show can double their ratings by driving one more quarter hour per day and one more day per week from existing listeners.
- The most foolproof way to drive those tune ins are through great features that fit your content filter.

4. Recycle

- Recycling is a strategy with multiple aspects.
- Repurposing is re-using great content in a different environment or platform. This can be in context or out of context. It can be promotional or separate instances of content.
- Reperforming is executing the same content again, but performed with a different point of view (angle). This is the art of building a Topic Spider.
- Repeating a great feature gives you greater mileage, establishes your ONE THING more quickly and makes you more memorable. But be smart in how you program repeated content.
- Basic learning theory applies to programming. A key concept: *Prior experience (exposure to content) plays a large part in how understanding (getting to know) and behavior (listening more) is impacted. Conditioning (earning more fans) through a system of rewards (payoffs) is most effective in teaching (performing on the air).*

5. Show Your Heart

- Find an emotional go-to that adds depth to your personality profile.
- Make it your own-proprietary-not a collection of promos for other charities.
- Build equity with a themed, packaged brand.
- Do it well. Do it big.
- For shows with a local component, Hometown Heroes is a home run!

6. Make Them Laugh

- The most important aspect for any personality is a sense of humor. Nothing beats funny.
- But you must be truly funny.
- And most importantly, it must be naturally funny. Not forced funny. Or contrived.



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Summary:

- Apply everything from Chapter 1 and Chapter 2, and make it come alive:
 - Curate content through your filter
 - Tell stories with drama
 - Find your one thing
 - Recycle
 - Show them your heart
 - And make them laugh



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