



Be A Content Superhero!

Content Superpowers: What Causes Tune In?

Outline

Premise: Questions we're answering

- Listeners are brutal – They *will* change the dial because they have options.
- How can we create a REASON to tune in?
- What do listeners expect? And how can we over-deliver expectations?
- What type of content causes response?
- How important is the hook to maintaining tune in?
- How & why contests and games work on the air?
- What's more valuable...content or talent?

Six Things Cause Tune-In:

1. Established Features

- Find 1-2 great features and own them.
- Name them
- Treat them as their own brands.
- Lock in specific times and promote aggressively.
- Top 10 Personality features at <http://tjohnsonmediagroup.com/radio/insiders/personalities/performance/10-best-personality-features/>

2. Expectation + Surprise

- Know what you're for. And be great at it.
- Does it fit your personality/show/station?
- Be consistent, yet unpredictable.
- Learn to project character through content.

3. Play Contests & Games

- Play-along factor is additive.
- Explain how to play-each time. And do it quickly.
- Appeal to the emotion of GREED



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4. A Fast Start

- Hook audiences quickly-or lose them.
- Hooks must be clear, specific, focused.
- Create drama. Be provocative.
- It's a 7-Second Challenge.

5. Perspective

- Point of view is everything. What value do you add to the content?
- How can you surprise and delight your audience?
- Provoke an active response?

6. Personality Value

- Relevant = I'm interested. Relatable = I care.
- Relatable is more important than relevant.
- It's not about you-It's all about you.
- The key difference: Ability to tell stories well.

Summary:

- Enhance tune-in by:
 - Establishing a few great features.
 - Perform to exceed expectations.
 - Integrated games and contests.
 - Get to the hook quickly.
 - Add character through content.
 - It's all about unique personality.

Coming Up Next: Chapter 3: Content That Rocks

- .Now you know how to avoid or reduce tune-out.
- And the keys to attracting tune-in.
- Content That Rocks shows you how to get it on the air.



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