

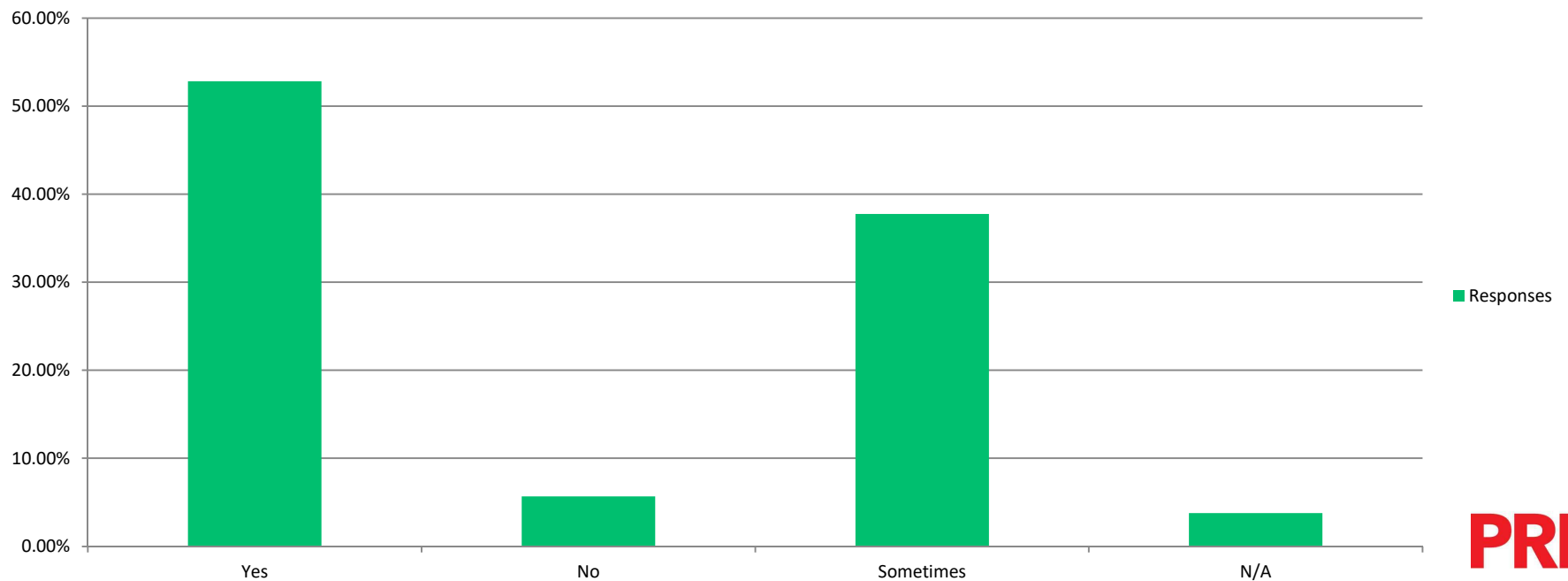
# Air-checking 101

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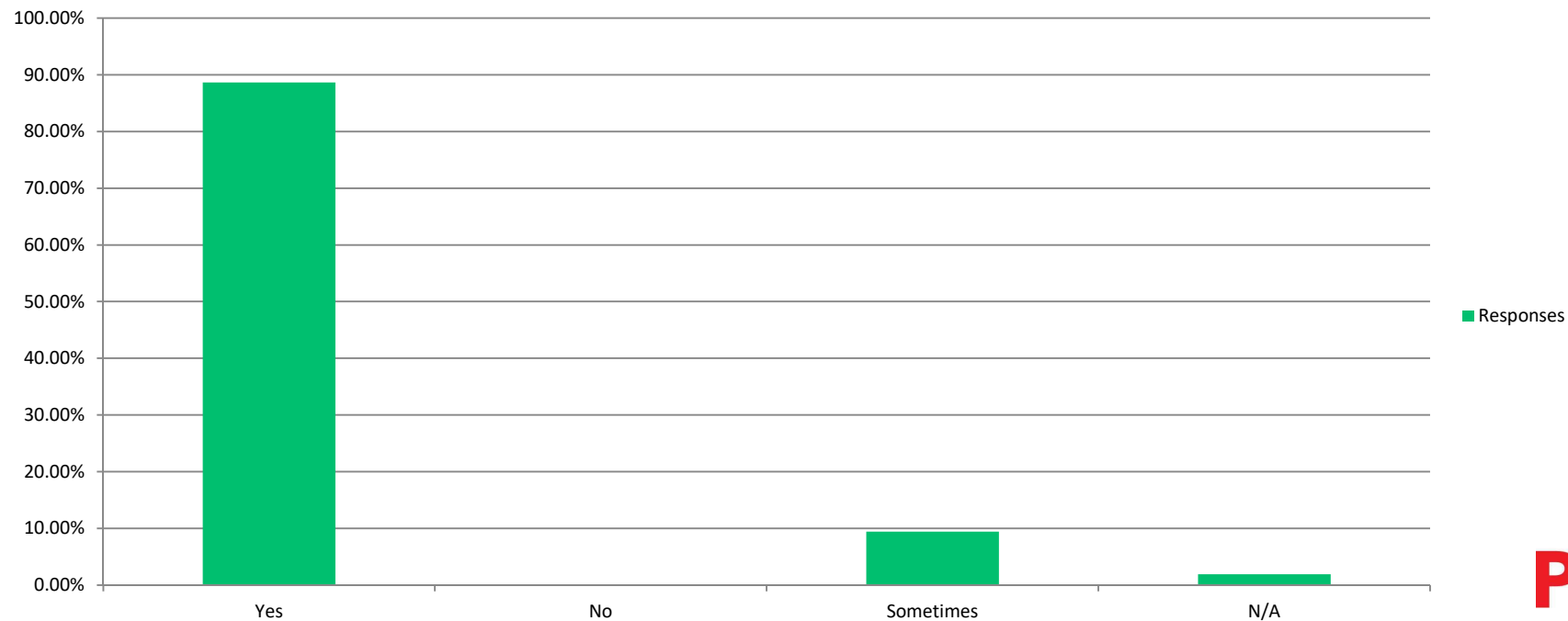
# Air-checking 101

Are you generally happy with the sound and style of your station's hosting?



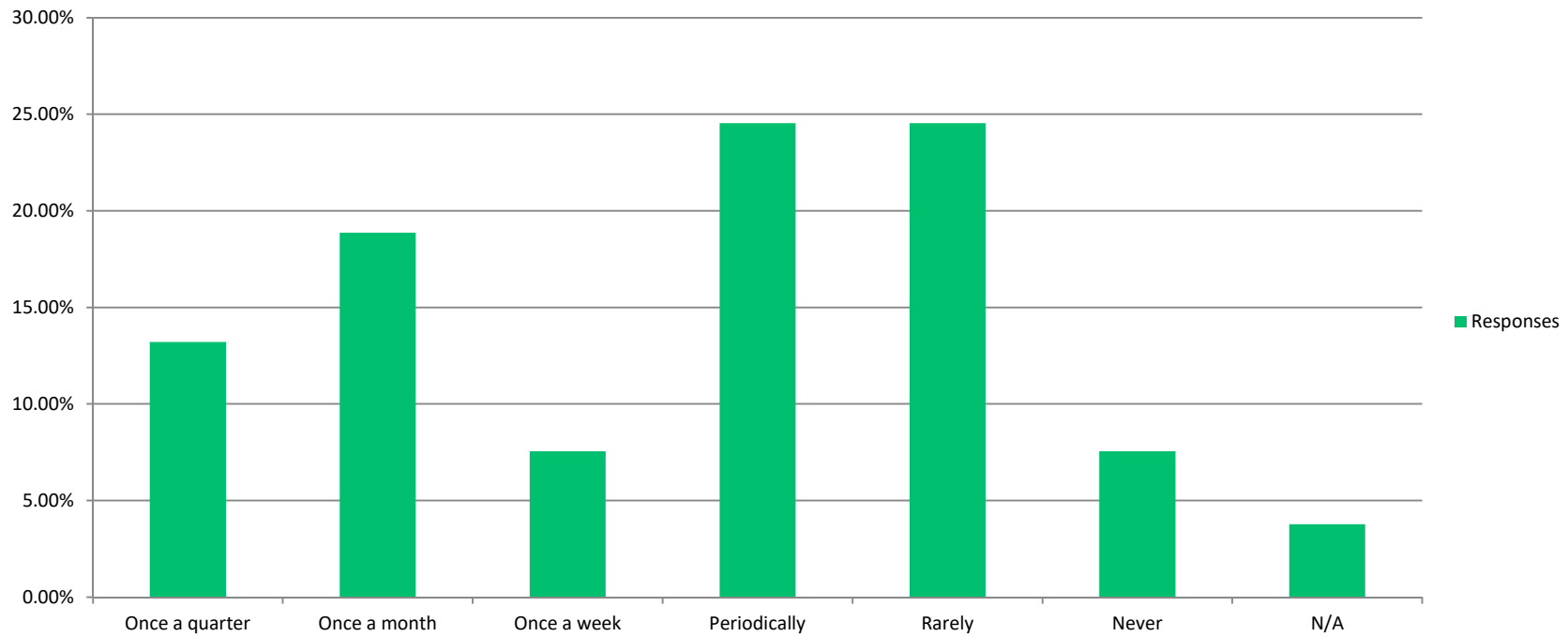
# Air-checking 101

Do you consider air-checking to be an important tool for improving your on-air sound?



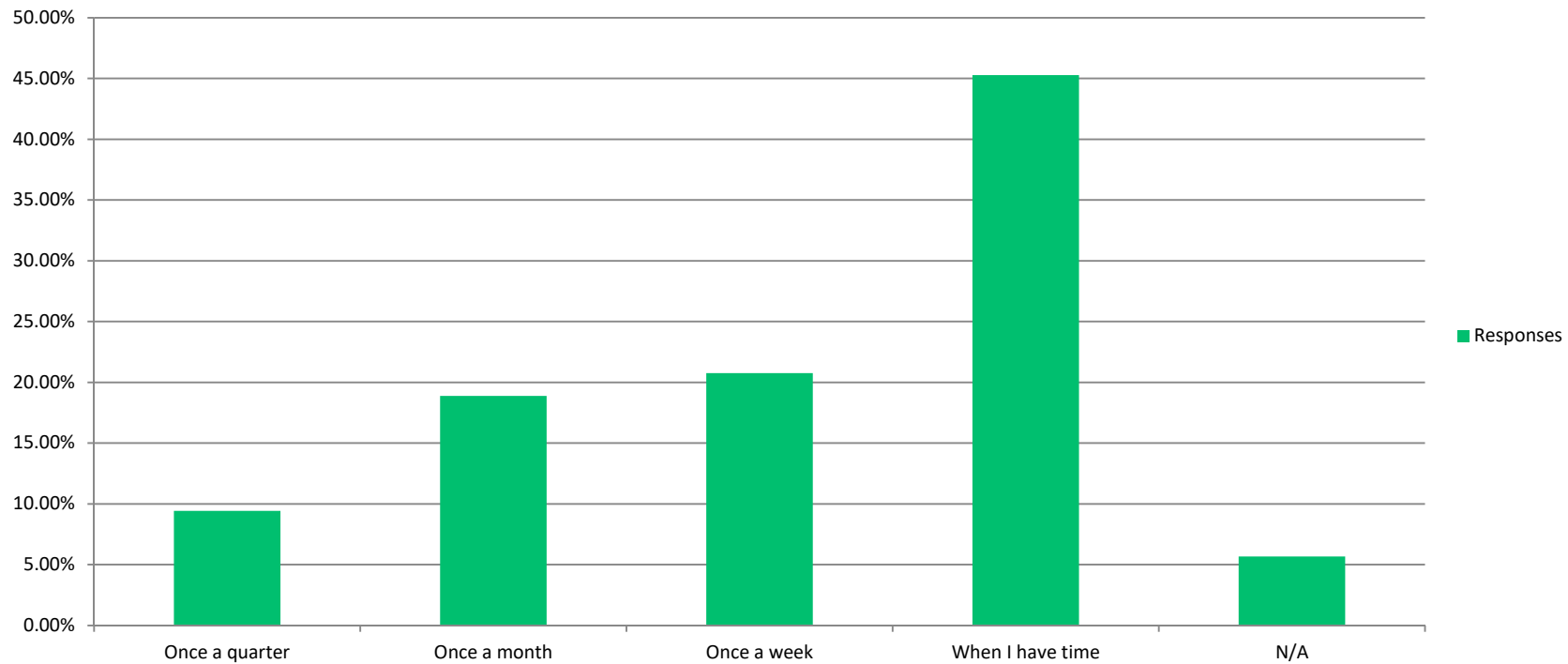
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How often do you conduct airchecks with your full-time hosts?



# Air-checking 101

How often do you meet one-on-one with your on-air staff?



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## WHY IS THIS SUCH A PROBLEM?

- ❖ No time
- ❖ Hosts are unresponsive
- ❖ Not sure where to begin
- ❖ Haven't done it in years

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## WHY IS THIS IMPORTANT?

- ❖ Forces you to listen critically
- ❖ Best way to improve local delivery and execution
- ❖ Talent development – your hosts need feedback
- ❖ Develops strong working relationship
- ❖ Allows you to hone your management skills

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## WHERE TO BEGIN?

- ❖ Make the time
- ❖ No excuses
- ❖ Schedule it in advance
- ❖ Make it useful, engaging and fun



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## BE PREPARED

- ❖ Philosophy of good presentation
- ❖ Key elements of a successful break
- ❖ Explain why
- ❖ Don't be afraid to share data appropriately\*\*\*

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## MAKE IT ENGAGING AND FUN

- ❖ Pick the right breaks
- ❖ Structure your time together
- ❖ Provide positive feedback
- ❖ Suck the emotion out
- ❖ Pick your battles
- ❖ Be open to feedback from the hosts