THE FIRST QUESTION?

• Listener Focused vs. Station Focused

• Who benefits from each content element in a break?
STATION BENEFITS

- Identification (call letters and frequency)
- Forward promotion
- Have them tune in later today
- Have them return same time tomorrow
- Raise money (underwriting/Development Promo)
- Promote station website
- Promote social media
BENEFITS FOR THE LISTENER

• Needs to be a takeaway or takeaways

• These come in two forms:
  
  information and entertainment
INFORMATION BENEFITS

• Sense of time
• Sense of day
• Sense of place
• Weather
• Lifelong learning
ENTERTAINMENT BENEFITS

• Smile, convince you want to be on the air today.
• Friend
• Sense of Place
• A SURPRISE!
• Something to share with others
ANATOMY OF A PERFECT BREAK

• The best announcers make seamless transitions.

• Convince me you just listened to what I heard.

• Good announcers tell short stories.

• Great breaks – SURPRISE US!
• You ARE live, to the listener. So, you are live.

• Mind the transition points – always seek out genuine reactions and observations that tap into what the listener may be thinking or feeling (*always develop your curiosity for discovery*).

• Track breaks once. Develop it as a habit.
“IN THE MOMENT” = BEING ENGAGED

• Live or voicetracked, the key to sounding “in the moment” is being engaged, focused on listener-benefit:

  • “You” perspective; “You” language

  • Connect me to the music - that’s what I’m here for.

  • Great storytelling. (Be rigorous. If it’s not genuinely interesting, drop it. Go find something that is.)

  • Surprise me! (Are you changing up the flow of your show? Never be predictable.)
CREATING A BETTER BREAK TOMORROW

• Don’t begin a break with underwriting.
• Guarantee listener takeaways.
• Connect with the audience – don’t be bashful tell me who you are.
• Are breaks matching listener lifestyles.
• Use strategic promotion.
• From the station point of view – get me to tune-in again or connect with the station on another platform,
• Be concise – don’t waste my time.
• Allow announcers to SURPRISE me. Don’t stifle creativity.
CONTACT US!

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