

# ANATOMY OF A PERFECT BREAK

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# 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!

# VOICE TRACKING BASICS

- **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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