**ON AIR COACHING WEBINAR  
BY ACE MCKAY**

**NUGGETS**

**Mastering the Art of Radio Hosting**

The reality is that we are all radio stations competing not just in our local markets but also around the world.

Know who you are talking to! | Listener Profiles are a great way to put an identity to your audience. | What do they care about?

***Rule #1: Talk as if you are talking to 1 person*** | They don’t remember what you say but how you make them feel

Who is listening? The Faithful, the Fallen & the Undecided

When 80% of other radio station P1’s are sampling Christian radio for the first time, what you provide reminds them where they should be listening especially when they have options to find hope. So what do you bring to the table and what you take away from it allows you to build a better radio station because your competition is not just in that room with you. They are in places that you may not even be aware of and hungry listeners go where the food is.

**Rule #2: Content is King!** | Know how to get in and get out; the middle takes care of itself | Go in a straight line. Put the audience in your vacation photos.

***Rule #3: Spotlighting the listeners*** | Make them feel like the star

***Rule #4: Make Appointments*** | Respect their time and then follow through

***Rule #5: Watch your tone!*** | Do you sound mad, judgmental, monotone, and happy?  
  
***Rule #6: Get to The Point & Keep it Moving*** | Be a Storyteller

***Rule #7: Reveal Yourself & Have Fun***

***You may be the ONLY Jesus someone sees today! Make it Count!***

**Show Prep**

**PREP IS LIFE!  
Checklist: News (Economy, Entertainment, relationships (kids & Pets included) , Social Media, Grocery store conversations, Dinner Table and the Liturgy Calendar and things that birth out of the show.**

**What is your camera angle?**

The real game is selecting the right “camera angle,” just like the process a movie director goes through in rehearsal, or putting together a “storyboard” of each shot he’ll use. Where he puts the camera decides how the story will be told. That’s why a Steven Spielberg or James Cameron is so successful. They use that camera to show—through their eyes—what they believe to be the most compelling view of what’s happening in the scene. And with the great directors, it’s never exactly like anyone else’s.

How you choose to talk about it – where you put your “camera” – determines whether or not you’re just another radio quacking noise, or you’re someone whose opinion and perspective I want to hear. Choose carefully, or risk “death by button.”

**Understand the Emotions of the Topics   
Be the Moon, Not the Sun!** Your job is to be the Moon, and simply reflect back to the listener what he or she already cares about—**today**—filtered through your experiences, observations, and opinions.

Once you realize this, show prep gets SO much easier. Choose what’s top of mind and relevant, then talk about it. Take your agenda out of the picture. If it doesn’t connect with the listener, it doesn’t matter.

**Why is it on?**

Just because you think something is funny, for instance, doesn’t mean that it’s Relevant. (We’ve all heard enough “Stupid Criminal Stories.”) Just because your station’s listener profile says that your target is a 35-year old soccer mom with 2 kids doesn’t mean that every little thing your brat—uh, I mean your “little angel” does is worth talking about. And a huge thing to remember is that “interesting” is not the same as “**compelling**.” If all you do is talk about stuff the listener has a passing interest in, the station that talks about what’s most top of mind—what matters most to your listener TODAY—is going to take that person away from you.

**Your Role as your tell it  
Who are you off air? Wife, Husband, Son, Daughter, musicians, painter, gardener, etc. Then let your filter of prep go through one of those so you see the angle through that lens. We can all report the news or have a conversation about the hot topics but what’s unique to you as a host that plays to the brand of what Catholic radio is.**

**Where are you going with it?**There has to be some sort of “destination” or “resolution” that you reach with everything you talk about, hopefully with a “reveal” or surprise element at the end that I could not see coming. If you just end with some tired platitude, or you always try to come up with a funny punch line, you’re not going to raise the bar even one inch. I always thought, “What will I say that not everyone else will say?” Eventually, that thought got even more refined, and became “What can I say that ONLY I WOULD SAY?”

**Simple Prep Checklist: Transparent**

**Brand | Trends | Agenda | Superstar**

**Crutch Phrases, Throwaways & Bad Habits**

Crutches are just bad habits never corrected. They are also our comfort blanket. When we do not know what to say, we say them till our brain has time to catch up.

Things like “for your Thursday”, “welcome to Monday”

Go in a straight line. This allows you to stop bouncing all over the place. Have a point and get there.

Put things into your own words. Read a little but say a lot! What’s your connection to this article, book, guest, etc.  
  
Don’t repeat yourself unless you are giving a phone number. Take the 1st Exit! Being less predictable is the best thing you can give the listener. Allow yourself to hear your habits so you can stop them from getting in the way.

In interviews, not everything needs to be included in the audio and not everything in the audio needs to be included. Give the guest room to talk but do not let them rinse, lather, repeat! Give your listener something to **remember** when you have a guest on. Get to the point! **What’s the one thing you wish you knew when you were at your lowest? Tell me THAT!**

**Production Elements***Bells & Whistles matter* | Music & Sounders can enhance but they can’t also take away, distract or come off as cheesy. Set the mood! You take care of the staging.   
*Imaging Enhances* | Let your imaging during the show also define who you are, show your spiritual and fun sides  
*Listen to your producer!* | They will hear things you don’t but trust them to not just push buttons or edit. They have a 360 view of the show and are here to help you.   
 **EGG Reps**

Little motions/corrections with a patient and kind approach can bring out the best in all of us. Also, if you are the talent receiving the corrections, be kind and patient with yourself as you learn. It’s an art and a craft that we can always grow in the more proper reps we do.

**Pick the 2 things that effect your show and work on that. Then move on to the next 2 things. Motto: If less is MORE than more is TOO MUCH!**