

## **BEST PRACTICES FOR THE BEST RADIO (AND INTERNET RADIO) NEWS AND TALK PERSONALITIES**

--Enunciate each word that you are saying COMPLETELY. Try NOT to ELONGATE your words!

--Speak in COMPLETE sentences whenever possible...BUT, don't let that stop you from using INCOMPLETE SENTENCES for effect.

--Try not to use phrases like, "You know"

--Try not to use words like, "umm," "annndd," or "soooo"

--Try to avoid overusing words like, "literally," "practically," or "virtually." These words do not always add to MEANING, and only SOMETIMES effectively add to EFFECT!

--Try not to mispronounce the names of famous people

--Try not to mispronounce your own words. If you mangle your words, either say something else, or acknowledge it, repeat the words correctly, and go on. (The audience will LOVE you for being 'human.')

--Try not to step on callers, guests, or other hosts (if any) UNLESS you acknowledge it by saying SOMETHING like, "That was a good point, and I want to jump in here with an additional idea." (FORMULA OF THAT SENTENCE: Acknowledgment/Attention-Getter + What You Are Doing = What Is New Goal)

--Learn how to THROW a conversation switch. Start with using the name of the guest or the caller. The, add the CLARIFICATION OF WHY YOU ARE SHIFTING THE SUBJECT A BIT. Lastly, REPEAT the REASON BRIEFLY, and conclude by USING THEIR NAME.

--Conversely, be gracious, and if a guest or caller steps on you as the host, LET them at the next sentence or so, and even be NICE enough to say something like, "You had an important point..."

--Be aware of subtle cues that a guest or caller wants to say something when you are done. If either are REPEATEDLY saying, "Yeah," they may want to say something that YOU gave them the idea to say...or, they may just be actively agreeing with you. So, if they are just actively agreeing with you (and you move towards their talking) be prepared to re-launch your train of thought if the guest or caller does not take your offered lead.

--Do NOT tell GUESTS that you have to put them on hold to talk about something. This comes off as RUDE and PRESUMPTUOUS. If you feel so inclined to need to have your diatribe not cut into by your guest, MUTE them WITHOUT TELLING THEM (but only for several seconds at most). Or you can also say something like, "I've got to break in..." OR "I feel so strongly about this that I..." EITHER approach is much more honest and upfront!

--Try NOT to use excessive dramatic pauses or stilted phrasing – stereotypical 'Captain Kirk Speech'

--Try NOT to allow your voice to have an upward inflection at the end of declarative sentences. Can you imagine (borrowing from the previous point) Captain Kirk telling a leader of a new Federation

member planet, “I'm Captain James Kirk, and I'm here to help you” with his voice wavering higher in pitch on the last couple of words? Of course NOT!

--Consider 'billboarding' content for talk shows at the beginning of your broadcast. And if you want something 'dramatic,' occasionally do a 'cold open' with a billboard AND THEN the show's theme music!

--Remember to 1) Tell listeners what the show (or next segment) is about, 2) Tell listeners what you told them you are going to tell them, and 3) Tell listeners what you told them, and why it is IMPORTANT!

--Take an on air break with commercials, promos, or public service announcements every ten to twenty minutes. This is a general industry practice, allows listeners to go to the bathroom, and prevents them being overloaded from the wonderfully in-depth conversation you are providing.

--Be sure to let talk show guests know what will be going on during the show BEFORE they appear on the air!

--Be careful about NOT slamming an outwardly identifiable characteristic of a group you might be vilifying. That CHARACTERISTIC might be shared with other groups that are not as vile... (NOTE: Doing so can also cause listeners who identify with that outwardly identifiable characteristic to think of you as being 'xxxxx-ist'...)

--If someone might BE 'something' or have DONE 'something,' but it cannot be PROVEN, use the word ALLEGEDLY to keep yourself out of legal hot water. Remember, you cannot 'convict' someone of BEING or HAVING DONE something unless it is PROVEN.

--Be careful when you accuse someone of being something negative. AVOID CONCRETE LANGUAGE until proven. Likewise, unless you are a psychiatrist, social worker, therapist, doctor, etc., you cannot make ANY similar DECISIVE PRONOUNCEMENTS. You CAN use laymen's wording and/or puffery. You CAN call a politician a 'crook' if someone else has gone on record as stating it, or if you PREFACE AND CLARIFY by saying something like, “A lot of people would say that...”

--Be aware that people making bad decisions are NOT 'illegal,' 'immoral,' etc., but their actions can force valid questions being brought to the table of discussion.

--While you may like (and he hope you DO like) your producer(s), assistants and co-hosts (if any), they are ALL likely IRRELEVANT to the conversation UNLESS they are DIRECTLY in the conversation AND have something RELEVANT to say.

--And if you MUST mention your producer(s), assistants and co-hosts (if any), IDENTIFY who they are to listeners. Don't just mention their name.

--Be sure to use music, sound effects, and verbal clips which you have the license to use, are in the public domain, or you have been given the SPECIFIC AUTHORIZATION BY THE RIGHTSHOLDER to use on-air.

**For More Information and Further Reading:**

<https://www.youtube.com/watch?v=AD7N-1Mj-DU>

<https://www.youtube.com/watch?v=HuR14zEMog0&t=222s>

<https://99percentinvisible.org/episode/the-broadcast-clock/>

<https://www.youtube.com/watch?v=W68VaOuY6ew>

<https://gunnoracle.com/20391/uncategorized/reading-between-the-lines-nuances-in-language-alter-our-perception-of-everyday-life-with-meaningful-consequences/>

[https://en.wikipedia.org/wiki/Public\\_figure](https://en.wikipedia.org/wiki/Public_figure)