**Talent Strategy Session – Day 1**

1. **Introduction** - Background on each person. A look at who we are outside of our careers. What we each believe makes for a great radio show. What we don't like to hear in a radio show.

2. **Starting Lineup** - The importance in being confident instead of cocky and living up to the 3 key words our audience expects us to be - informative, insightful and entertaining. Playing to our strengths & hiding our weaknesses.

3. **Who We Are** **& What We're Not** – identity pieces define who we are & what listeners can expect when we're on-air. Who is Host A? Who is Host B? What makes this show unique & special? What makes you different from each other? What are your similarities? Understanding your roles & staying in your lanes and knowing the difference between how we're seen versus how we think we're seen. Understanding that the goal is to be a guy on the radio talking sports versus being a sports talk radio guy. Be your own brand and make it a destination as opposed to trying to copy someone else's vision and style.

4. **Content Focus** - What subjects matters most to our audience? This is our on-air and online focus. Stress the importance of doing your homework on local teams. Your knowledge will be tested on simple things later this week. Begin reviewing rosters this yr. & and previous yrs, standings, memorable moments in the market, etc.

5. **Audience Engagement** - How do we interact? Explain the strategy/benefits to using social media and Text via relying on the phones & discuss how to utilize calls positively.

6. **Sound** - Explain the importance of production & music & why the radio station is positioned the way it is. Each host to provide some artists they like. How do we position ourselves musically? Discuss the use of drops & who handles them (what fits us) & he producer's role in dressing up segments via production and how the host connects from it.

7. **Ratings** - Explain PPM & why formatics are vital in delivering ratings - review current ratings position & trends and define the goal of what we want to accomplish. Make sure we have a specific way to communicate during the show from producer to host.

8. **Sales** - Explain endorsement policy, client meetings, LIVE spots, appearances & responsibilities. Discuss the importance in saying no when the fit isn't right for a host.

9. **Office** - Explain what needs to be done when meeting with HR - Badge, Phone Ext., Email address, Business Cards, Office keys, Benefits, Vacation/Holiday policy, etc.

10. **Show Name** - Create it. Go over what people remember most about people on-air.

11. **Promos** - Listen to current promos. Write DRY liners for each host to voice for on-air promotion. Producer to produce them and put in the system. Write personality promos :10s and :15s and have Mike & Mike voice liners for AM show teasing our new program and personalities. Do we need a morning show teaser - it can only be :10 seconds.

**DAY 2**

1. **Day 1 Review** - What are the top 5 subjects that appeal to our audience? 3 buzz words that define both hosts? How do we connect with our audience? 3 words the radio station is built on? Why do we sound the way we do on-air when it comes to music selection? What is the ratings goal for this show? 1 day later how do we feel about the show name?

2. **Show Name** – Make the final decision and alert programming, sales & web teams. Also alert imaging department so created promos can be done & placed on-air asap.

3. **Website** - Take solo & team pics with photographer so we have headshots for the website, social platforms & sales packages, discuss website & social media involvement with the digital team and why it matters.

4. **Social Media** - Make sure accounts for both hosts are created on Facebook and Twitter and send friend requests to all existing station friends. Talk to the digital team about sending a text alert & email greeting to our database from our new show/hosts.

5. **How To Interview** - Go over examples of good and bad questions, the importance in listening, trusting your producer's judgment of when to exit the conversation, hitting the key issues, not wasting time, keeping the pace moving and not wandering.

6. **Regular Guest Schedule** - Who's on which day? Explain the benefits of our regulars and why they're on our shows. Discuss the importance of selling our regulars to the audience and how we promote each person when time they're on. Analyze how many guests should be on 1 day’s show and emphasize the importance of the guest being better than what we can do ourselves in an open segment.

7. **Daily Features** - Do we want them? Do they fit your show's style? If so, which staples will our audience rally around daily/weekly? What fits into content but can be packaged creatively? How are we creating a connection with our listeners? Go over the benefits of this for programming and sales relationships. Remind the hosts of how long benchmarks take to connect with an audience & why it's vital to consistently explain what the feature is. Write the open for the show, the features & the promo & send to imaging!

8. **Sales Elements** - Explain what is locked in & how it should be executed each day. Beachfront Property is executed differently than feature sponsorships.

9. **The Rundown** - What to expect each day out of this show - # of guests, # of features, how the audience connects with us, what the hosts/producer will bring to the table, when each person should be in for their daily shift, taping interviews. Stress the importance of eliminating things when content is hot or breaking news occurs.

**DAY 3**

1. **Day 2 Review** - Why is social media important? Name 1 feature we created yesterday & how it will be positioned on-air? 1 beachfront property item we execute each day? How many total guests do we have on 1 day's show? 3 words to use to start a question? 3 words not to use to start a question?

2. **Weekly Features** – Discuss what unique things we do on a weekly basis. Make sure not to get too busy with them. Pick 1-2 strong things and develop them. We can always add as we go. Stress to not let the features get in the way of strong topics & opinion.

3. **Music/Production** - Organize the sound of the show via music beds and work on the production of the Show Open and other benchmark pieces. Create a Top of the Hour bed which is also the show's open so there's consistency with the presentation & the show has an identity sound. Make sure Imaging Director has everything ready for personality and teaser promos. Listen back to all music and weed out anything the crew doesn’t like. Make sure coming soon promos are on the air.

3. **On-Air Promotion** - Make sure Promotions has scheduled 10 mentions over Thursday and Friday to promote next week's debut of the new show. Alert weekend hosts too so additional cross promotion is given.

4. **1 Hour Mock Show** - Head into a production studio and do a walk thru implementing beachfront property items, formatics, features, guests, music beds and hitting key subjects. Record the show to discuss tomorrow what did and didn't feel right in the studio?

5. **Working Ahead** - Make sure all local teams schedules are printed and go over the importance of staying up to speed with local events & media sites.

6. **The WOW List** - 10 big names we want to target & land on this show - their appearance on our program equals audience tune-ins.

8. **Visualizing The Debut** - When show #1 is complete what are we hoping the audience has taken away from it? What are we doing on day 1 to mark our territory? Which subjects will be on our radar on day 1? Which BIG name kicks off our 1st show? The importance of describing ourselves and what we will be but not losing focus of what's important that day. Reminder - you get 1 chance to make a solid first impression but consistency outlasts a flash in the pan. Begin the process to book our BIG guest for show #1. Understanding that show #1 will be different than show #2,3,4, etc.

**DAY 4**

1. **Day 3 Review** - What song is in our show open and promo bed? Who does Team A face first on the road this year? 2 items you should check out to stay aware of pop culture events in our area? 3 big names on our WOW list? #1 thing we want the audience to take away from show #1? 2 things we didn't feel good about during the mock show?

2. **Studio Walk Thru** - Go over all log-in details so producer & host can communicate via IM, practice talking back from producer to host, go over where phone numbers/text # and other messages are positioned in the driver's area, board op cues for LIVE spots & producer cues for wrapping up segments and transitioning to teases.

3. **Mock Show Review** - Listen back to yesterday's taping, examine strengths and weaknesses & areas of focus for today.

4. **1 Hour Mock Show #2** - Head into a production studio and do another walk thru implementing beachfront property items, formatics, features, guests, music beds and hitting key subjects. Record the show so we can review again tomorrow.

5. **Production Overview** - Listen back to feature opens, promo opens and show opens. If any items need to be changed this is when we do it.

6. **Local Teams Sports Quiz** - 25 simple questions based on local teams.

7. **Summary of the Week** - Content focus, important formatics, guest maximum, how we engage the audience, create a mission statement for the show, who are we individually & collectively, Most important thing to do when interviewing, what is the ratings goal for the show, review all promos & opens & beds, go over labeling for all show related items, discuss opening show's introduction & overall strategy + guest update from the producer.

8. **On-Site Appearances** - Spend 2-hours later that day meeting the public at a local location (the event will be promoted on-air via mentions). Hosts also to appear on PM Drive later this day + on TV that night to build hype for the debut show.

**DAY 5**

1. **Day 4 Review** - What is the Text #, How do we communicate from Producer to Host (what service), Name of the place where you made your appearance yesterday, Name of the TV station you were on last night & the name of the host, Name of our studios via sponsorship.

2. **Mock Show Review** - What was better? What needs further improvement? How ready do we feel?

3.  **2 Hour Mock Show** - One final run thru hitting on all key items including teasing, beachfront property, beds, using IM to communicate, hitting key topics, how to adjust when a guest falls thru, etc.

4. **Day 1 Final Planning** - Discuss key subjects for day 1 including opening message strategy, finalize guest bookings for the show, think of creative production ideas for day 1 & go over any areas which we are unsure of so we are as prepared as we can be on day 1. Organize gameplan for when everyone will arrive on Day 1.

5. **Email and Social Media Letter** – Make sure the note from our hosts gets distributed via email & text alerts and is posted on Facebook and Twitter. Go over details for text message distribution on Monday morning at 8am.

6. **Photo** - Take a pic with all in the room to remember what this week was like later on down the road.