

MORNING DRIVE THINKING POINTS: 10 IDEAS TO INSTANTLY IMPROVE YOUR MORNING SHOW TODAY

By Gary Berkowitz, Berkowitz Broadcasting Consulting



As we all enjoy the Michigan summer, lets remember that the fall book is just around the corner! With that in mind, here are 10 easy, actionable programming points to consider for a stronger morning show on your station:

1. If they are still doing "This Day in History" (or any almanac type bit) suggest dropping. It is boring and most important listeners do not care.
2. Review all bits. Drop the weakest one. Add a new hot one. Make sure it's demo focused.
3. If the morning show still does birthdays, follow a few simple guidelines:
 - *Only top notch, mass appeal, well known celebrities should be mentioned. If they must explain who the person is, they are not mass appeal. Eliminate dead people.*
 - *Do not mention birthdays of anybody over the age of 65.*
 - *Local listener birthdays are good. They do not all have to be celebrities. Are you wishing members of your loyal listener club happy birthday?*
4. Do a daily morning show promo for next morning tune-in. For maximum impact, include an "appointment" for a specific time & reason to listen.
5. If your morning show does a daily entertainment update, (which by the way, I am not sure you really need) follow these simple guidelines:
 - *Only do the major, mass appeal stories. If you need to explain whom you are talking about, they are most likely not mass appeal enough. Talk about shows that have strong numbers with your demo.*
 - *Do not try to fill a certain amount of time each day. Some days will have a lot. Some none. This is a good reason to only talk about show biz stuff when it happens. Use it as a TSL builder.*

- *On Mondays, tell the weekends top movies. People like to know if they went to see one of the biggies!*
 - *Adapt a hot TV show and talk about it the morning after it airs. Actual sound makes it work even better.*
6. Never overlook the power of information. Basic morning information is the essential reason for tune in. Weather, news, and traffic are essential tune-in points.
 7. If you are not funny, do not try to be. Know the difference between A “fun” morning show and a “funny” morning show.
 8. Eliminate “Thank You’s” There is no reason to continually “thank” the people you are handing off to for information. It flows better to go right into the weather, or traffic report versus saying “Thanks, Joe”.
 9. At work listening kicks in between 8 and 8:30. Lets “ask for the sale” between 5a and 8a. Always deliver the #1 benefit of listening at work. Most Music.
 10. “Set up the Day” Use the morning show to preview to listeners what will be happening all day long on the station.

With morning shows, camaraderie equals personality. Friendliness equates to entertainment. In sales, the saying goes “People buy from people they like”. On the air, “People listen to people they like”. Is your morning show likeable?

Gary Berkowitz is President of Detroit based Berkowitz Broadcast Consulting. Have a programming or marketing question? Ask Gary and he will answer it in the next edition of The Michigan Broadcaster. E-mail your question to Gary Berkowitz at garyberk@aol.com or reach Gary directly at (248) 737-3727.