

GELLER MEDIA INTERNATIONAL'S AIRCHECK CRITERIA

Are you:

- ▶ Speaking conversationally, directly to each listener?
- ▶ READING?
- ▶ Sounding as though you are reading?
- ▶ Making smooth transitions? Are there “brick walls” between the elements or does the presentation feel seamless?
- ▶ Speaking visually?
- ▶ Telling powerful stories?
- ▶ Introducing your audience to characters they care about?
- ▶ Funny? Is there humor?
- ▶ Taking the audience on a journey?
- ▶ Presenting moments of truth that connect?
- ▶ Including what's NEW?
- ▶ Including authentic self-revelation? —Do I know YOU, from this show?
- ▶ Going “personal” without going private?
- ▶ Boring? Did anything go too long?
- ▶ Taking risks? Any surprises in this show?
- ▶ Providing “talkable topics” for your listeners for later in the day to discuss with others? If so, what?
- ▶ Having fun?
- ▶ Giving your audience enough to make them want to come back?
- ▶ Serving your listeners? (Entertained, Informed, Inspired, Persuaded, Connected?)
- ▶ Compelling? Would your listener sit in a parked car and keep listening?

Beyond Powerful Radio: An Audio Communicator's Guide to the Digital World

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