

5 Ways to Make A Better Program

(Or, how to be more like “room service guy”)

PARTNERSHIP

The Leader

- Sets clear expectations
- Sets the mission for the show and the target audience (using research, etc)
- Creates a “safety bubble”.

The Presenter

- Follows the expectations and stays focused on target
- Reviews. Upgrades. Pushes to be different in small steps.
- Tries new things, not afraid to fail

OWNERSHIP

- “Own” the content of the show. Know it. Be confident in it.
- Inject thoughts, comments, and experience *as they relate to the topic*

PREPARATION

- Fill the template as early as possible (day before for morning show)
- Spend more time *upgrading*. Don't hesitate to change a guest.

STORY

- Monologues. Calls. Guests. Squeeze as many dramatic stories as possible

FRIENDS AND FAMILY

- 'We're all in this together'. *“These guys are just like me!”*



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