



...BULLET POINTS...

Character Tips

“If you don’t care about the characters, nothing much else matters.” That’s a quote from a reviewer in USA Today recently about a new TV show, *The Nine* that had taken an important tip from the highly successful show *Lost*. This point is also true of morning show personalities.

Ultimately, long term success on a morning show depends largely on the players having a relationship with listeners. That relationship is built on personalities having a sharp character definition. Disclosing information about your personal life is one way to define yourself and build that relationship. It is also true that listeners will not care about your personal life if they don’t care about you.



Here are three critical points to developing character:

1. A fundamental characterization rule that will help quicken the character definition process is: **“If you’re thinking it, say it.”** You want to avoid second guessing yourself and thinking about how you’re going to look. Just say it. Even if you sometimes put your foot in your mouth, it’s better to get used to stepping up, and doing it will build confidence.

This single point marks the difference between good and great air personalities. The great ones say what we all think but do not say for fear of what others will think of us.

2. You also want to **look for opportunities** to be **self-deprecating** about your flaws. This is a very endearing quality, and it quickens your likeability if you are able to emphasize your flaws and laugh at yourself so that the listener can identify with you. This point is paramount for new shows or new players.
3. **Be vulnerable.** What are you struggling with? What are you conflicted about in your relationships? Self-disclosure is powerful. The ability to show emotion and your weaknesses ironically creates strength in characters on the radio.

Use the following questions to assess character definition:

- Are the characters likable?
- Are they real?
- Do you care about them?
- Is there vulnerability?
- How is the team rapport and chemistry?
- Is there contrast and friendly conflict?
- Are they naming names?
- Is anyone being eclipsed?
- Who's the "Lightening Rod" character?
- Who are the peripheral characters?
- Is there a street character for stunts, local events, etc.?

Coming to Terms with the Voices in Your Head

By Angela Perelli

We all have that voice. It comes to most of us quite naturally. "You have no talent." "That idea will never work." "You are an imposter."

Our inner critic cannot be silenced, or surgically removed, so we may as well develop a functional relationship with it. Is your critic's voice male or female? Young or old? Your inner critic may be your mother, an old football coach, your first GM.

If you don't picture someone familiar, create your own mental picture. It will help to remind you that this voice is not you.

When this voice least serves you is in the middle of your creative process. Its negative tone can paralyze, negate, create resistance, raise doubts and fears, put a stop to the action and inhibit risks.



But, believe it or not, your inner critic also serves you well. It sets high standards, pushes you into action, discerns good from bad ideas, keeps you humble and more. You may want to brainstorm other ways your critic serves you.

By understanding when and how our critic does and doesn't help us, we can take more control. We can "shush" the critic when we're brainstorming or performing, and let him/her have at it when we're evaluating. So don't invite your critic over when you're in the beginning stages of a creative idea. There will be plenty of time for critiquing later.

Author Eckhart Tolle (*The Power of Now*) has an excellent suggestion for quieting the critic within. He says to step back and listen to the voice as an independent observer. By watching the voice you detach yourself from it and it usually gets quiet when it's being observed.

Our internal critics will never die, but by lessening their impact on us, we may just open ourselves up to more creativity and stop the insanity.

Book Recommendations



- The Little Red Book of Selling by Jeffrey Gitomer
This is an easy to read and useful book that approaches sales from a personal branding *perspective*. Programmers and talent can benefit from this book as well.

- Partnering: A New Kind of Relationship by Hal and Sidra Stone
The authors take a 21st century view of relationships as 'joint ventures'. The focus of the book emphasizes partnerships and how to love each other without losing yourselves.

- Now, Discover Your Strengths by Donald Clifton and Marcus Buckingham
This book is a reinforcement of a concept we believe strongly in, 'Identify and focus your attention on your strengths. You will not only succeed in a big way, your weaknesses will organically fall to the background.' Anyone from any department will gain a lot of *insight* from this book.

- The Seven Habits of Highly Effective People by Stephen Covey
Even if you've already read it, it is worth picking up again every year or so for a refresher. Buzzwords like "Quadrant II", principle-based living, sharpening the saw, and "Seek first to understand" will penetrate not just your professional life but your personal one as well.

- Manhunt by James Swanson
This book is a fascinating look at the twelve days after Lincoln's assassination. The plot was much more involved than one typically hears about. This book read like a great mystery but it's all real.



2660 Townsgate Rd. Suite 800 Westlake Village, CA 91361
Randy Lane: (805) 497-7177 Fax: (805) 497-9858 Email: randy@randylane.net
Stan Main: (585) 313-3070 Email: stan@randylane.net