



# THE PRIMAL VIEW POINT FOR BREAKFAST RADIO

## *The Primal View Point*



**Today to cut through,** we need to force a reaction.

**In the old days, trust, performance and respect were enough.....** That time is now history.

Now, its all about going **inside people's lives,** finding out what turns them on, and making a difference by touching their emotions.

## *The Primal View Point*



- **ANGER**

- the topics that make you angry (e.g. severe injustice, ripping off the system, inhumane treatment of people, children or animals, etc.).

**Terminal 5**

**Heather Mills**

**Judges being too lenient on sex offenders**

## *The Primal View Point*



- **FEAR**
  - the topics that make you afraid, or conversely, topics related to security or safety, (e.g. any phobia, food that kills, Internet danger, losing a job, etc.).

**The Credit Crunch**

## *The Primal View Point*



- **DANGER**
  - related to “fear”. Things that put you, your kids, your pets, your way of life at risk (e.g. crime, higher taxes, environment, bad schools, drunk drivers, etc.).
  - Maddy.....and that feeling that my child is missing. Every parent has felt it.

## *The Primal View Point*



- **HUNGER**

- a need for resources or conditions which can facilitate fast change.
- Living the dream. (e.g. how to get rich quick, how to look thinner, how to be beautiful, how to get that dream job. Hunger for info!

The media driven world of instant makeovers.

## *The Primal View Point*



- **CRISIS**

- people don't pay attention to problems, **they pay attention to crisis, tragedy** and disaster (e.g. the town is about to lose its football team, the number one employer lays off thousands, natural disasters, terrible traffic accidents, airplane accidents, etc.).

## *The Primal View Point*



- **CARING**

- if a cause doesn't benefit children or pets, it's not primal (e.g. protecting children from molesters and pets from abusers, getting kids off the streets, Make-A-Wish foundation, etc.).

## *The Primal View Point*



- **EVENTS**

- that's "Events" with a capital "E". A rare and important occurrence of great significance (e.g. the final Coronation Street for the year, the Oscars, The Brits, Harry Potter, England winning a game of cricket).

Anything Beckham , Prince Harry and Kate Moss.

## *The Primal View Point*



- **LUST**
  - **titillating topics about sex. This is the only one radio is really good at. It's also the most powerful one.**

*The Primal View Point*



**WHAT WAS THE ONE PRIMAL  
THING THIS MORNING IN  
BREAKFAST?**

*The Primal View Point*



**WHAT DID WE DO DIFFERENTLY  
WITH TOPICALITY TO REALLY  
CONNECT EMOTIONALLY WITH  
THE AUDIENCE?**

## *The Primal View Point*



Here's a challenge:

**Find an average listener who spent an average morning with your radio station. Ask them to name one specific thing they remember from breakfast today.**

*The Primal View Point*



**SOME EXPERTS ADVISE YOU  
TO "BE TOPICAL"...**

*The Primal View Point*



**THAT'S CRAP BECAUSE  
MOST TOPICAL ISSUES ARE  
EITHER INHERENTLY DULL OR  
INHERENTLY IRRELEVANT TO  
MOST LISTENERS.**

*The Primal View Point*



**IF IT DOESN'T MATTER TO  
MOST PEOPLE MOST OF THE  
TIME, WHAT'S THE POINT?**

*The Primal View Point*



**FORGET ABOUT "BEING  
TOPICAL". INSTEAD, BE  
PRIMAL.**

**Or**

**TURN SOMETHING TOPICAL  
INTO SOMETHING PRIMAL.**