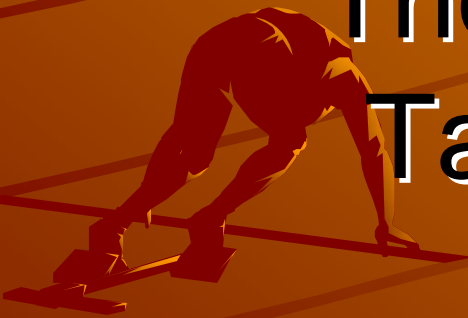




The Program Director Talent Relationship.



The Program Director Talent Relationship

- ◆ Here are some thoughts you may want to consider and evaluate how well your station's executives perform.
- ◆ Establish a positive creative environment
- ◆ Be a true fan of the talent/their show
- ◆ Focus on assets not liabilities
- ◆ Spend real time with your talent
- ◆ Understand style differences and coach accordingly
- ◆ Separate the person from the performer
- ◆ Work hard to make air-check sessions useful and beneficial and not feared.



The Program Director Talent Relationship

- ✦ Recognize good performance as well as bad
- ✦ Set limits but build in freedom for creative risks
- ✦ Expect that new ideas won't be executed perfectly the first time
- ✦ Encourage station pilots for everything
- ✦ Stay out of the studio and off the hotline, unless its to say something positive
- ✦ Provide regular creative stimulation
- ✦ Encourage your talent to have lives outside of radio.