

EGO vs. GROWTH? It is important to keep an open mind during critiques and evaluations. After all, in your mind's radio, the program you just finished was your best ever. You can train yourself to be a critic, if you approach self-evaluations seriously. First, to avoid the "today was my best program" syndrome, always evaluate segments from previous days. By doing so, your mind will not be predisposed to hearing the program better than it was.

SIMPLE BASICS



- Do I hear the call letters?
- Do I hear the dial position?
- Do I promote in advance?
- Am I compelling?
- Do I sound prepared and fresh?
- Am I unnecessarily wordy?
- Are comments timely and well structured?
- Am I compelling, passionate?
- Do I avoid redundancy?
- Do I come away feeling entertained, informed?

PERSONAL OBSERVATIONS

- Do I slur words and sounds together? Do I say "liddle" when I mean little or "Vas" for vast?
- Are my "S" sounds too harsh?
- Do I "swallow" my words?
- Do my plosives (p's and b's) cause the mic to pop?
- Do I "drop" endings?
- Do I read too quickly? Do my words telescope together?
- Do I have a distracting "rollercoaster" speaking pattern?
- Am I forcing a voice pitch that is too high or too low ...not natural?
- Does my voice rise and fall naturally, without any artificial patterns?
- Do I sound comfortable and confident?
- Is my voice free from breathiness?
- Do I give proper stress to the key words?
- Is my reading believable?
- Is my reading sincere?
- Do I talk-down to the audience?
- Is the energy level appropriate, not too hyper, or too laid-back?
- Do I listen to more than just the style of music when I listen to the radio?
- Do I read a variety of material, including news magazines, trade journals, and literature?
- Do I observe and learn from others?
- Do I have long-term goals?

While this list only touches the surface, it is a starting point for a career long program.

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GLASS MEDIA



Success Comes From...
The Courage to Create
The Confidence to Commit
The Cooperation to Complete
jrGLASS