



**CONFIDENTIAL REPORT FOR:**  
Peter Programmer

**REPORT DATE:** 9/27/2010 7:12:59 PM  
**Email:** youremail@domain.com

<b>Air Talent Name:</b>	Peter	<b>Requested By:</b>	Peter Programmer
<b>Job Title:</b>	Air Talent	<b>Experience Level:</b>	Intermediate 2-5 yrs
<b>Show Date:</b>	AUGUST 2010	<b>Day Parts:</b>	Middays
<b>Call Letters:</b>	KXYZ	<b>Frequency:</b>	98.9
<b>Slogan:</b>	"Today's Most Variety"	<b>Station Name:</b>	98.9 The Shine
<b>Target Audience:</b>	25-54	<b>Format:</b>	Hot AC
<b>Audio Filename:</b>	peter.mp3	<b>Submission Date:</b>	9/26/2010 11:14:52 AM

**Overall Grade: B-**

**FUNDAMENTALS GRADE: A-**

	<b>DELIVERY</b>	<b>DISCIPLINE</b>
<b>Call Letters / Slogan Time</b>	Good	Consistent
<b>Billboards / Teasers</b>	Average	Consistent
<b>Weather</b>	Good	Consistent
<b>Songs Per Hour</b>	Average	Inconsistent
<b>Concentration</b>	Good	Consistent
<b>Board Work</b>	Average	Consistent
	Good	Consistent

**Comments** Air talent has full grasp of fundamentals. Tight board, good job with teasers, hits posts, knows where she is going when she opens the mic. Weather not included on this aircheck.

**Coaching Tips** Practice "selling" the call letters and slogan. Has tendency to just go through the motions when it comes to the call letters or station name. Remember, there is nothing more important than the station's name and address (frequency). Don't assume everyone knows what they're listening too. New cume is coming in and out all the time, it's an opportunity to sell the name to the listeners.

**PERSONALITY****GRADE: B**

	<b>DELIVERY</b>	<b>DISCIPLINE</b>
<b>Comfort Level</b>	Good	Relaxed
<b>Energy</b>	Good	Upbeat
<b>Inflection</b>	Average	Monotone
<b>Spontaneity</b>	Average	Present
<b>Crutches</b>	Average	Present
<b>Clichés</b>	Good	Absent
<b>Humor</b>	Poor	Absent
<b>Seizes The Moment</b>	Average	Present
<b>Stays Too Long</b>	Good	Absent

**Comments**

Air talent sounds extremely comfortable on the air. Has obviously been on the air for a few years. Talent should be careful not to let "Peter with ya all the way until 2 o'clock" become a crutch. Personality could work on sounding more passionate on the air. Many sets sound like the talent is going through the motions. More inflection during the conversation will help it sound less monotone and more passionate.

**Coaching Tips**

Put more inflection into the conversation. More one on one communication and less announcing. Try reading liners to one other person (a friend, colleague, etc). If it doesn't sound right to them, it won't sound right on the air. Excellent job on execution, but not alot of Peter's personality is coming through. Let the audience know that the talent loves what they are doing and know a little about them. The goal is to make the show is "yours" not just a show that "anyone" can voice-track.

**CONTENT****GRADE: B**

	<b>DELIVERY</b>	<b>DISCIPLINE</b>
<b>Station Liners</b>	Good	Reading
<b>Production Elements</b>	Good	Present
<b>Hot Topics</b>	Average	Present
<b>Artist / Music Content</b>	Average	Present
<b>Localism's</b>	Poor	Absent
<b>Entertainment News</b>	Good	Present
<b>Pop Culture</b>	Good	Present
<b>Relevance</b>	Average	Present
<b>PSA's</b>	Poor	Absent

**Comments**

Liners and promotion could be delivered with more passion as well. If the air talent "sells" the promotion, the listener will be more passionate about participating.

**Coaching Tips**

When promoting contests or liners, talent can try to put themselves in the listener's frame of mind. Are they at work? at home? Working in the garage? Outside by the pool? How exciting would it be for them to win? Because stations are used to giving away so many prizes, it becomes just another prize for a talent to give away. The exact opposite is true for the listener. Get them excited! Again, more passion in the delivery.

**PHONERS****GRADE: D+**

	<b>DELIVERY</b>	<b>DISCIPLINE</b>
<b>Interaction</b>	Poor	Absent
<b>Asked For Name</b>	Good	Present
<b>Asked From Where</b>	Poor	Absent
<b>Asked Where Work</b>	Poor	Absent
<b>Evoked Emotion From Caller</b>	Poor	Absent
<b>Listened To Caller</b>	Poor	Inconsistent
<b>Closure</b>	Average	Inconsistent

**Comments**

Air talent can improve greatly in this section. Again, speed and execution seemed to be the order of the day when listening to phoners on this aircheck. Little or no interaction with the caller. Mostly matter of fact details and "getting it over with" is the impression given.

**Coaching Tips**

Take the time to ask the caller questions, listen to the answers and respond. Little things callers say can lead to big opportunities for humor, human interest, emotions, etc. Personality can still keep calls short but more compelling when conversing with the caller, not just playing a short snippet from them. Primary focus on this aircheck should be less on execution and more passion. Air talent has bright future. Sounds VERY professional.

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