



WHAT TO PUT ON YOUR DEMO/ AIR CHECK



Here's the thing there is no one size fits all answer to this question but there are some general rules to stick to when you are putting together your demo.

- Rule #1** ALWAYS lead with your strongest material. Not all Content Directors will listen to the entire mp3 or tape so you want to make sure that you impress them from the outset. If a Content Director gets 45 seconds into your demo and you haven't lead with your stronger material then chances are he won't even hear it.

- Rule #2** Just do you! Make sure that if you have supplied a demo tape to a Content Director that he/she is hearing you on that tape and you alone. I can't begin to tell you how many times Demos have landed in my inbox featuring other people working along side the applicant. As a Content Director I'm not interested in anyone else - don't make me interested in anyone else by introducing me to them.

- Rule #3** Only send your Content. There have been occasions where people have sent me 60 mins worth of audio to listen though including the songs they have played on the show. There is not a Content Director in Australia that has got the time to listen though a FULL hour of radio so don't waste your time or theirs.

- Rule #4** Don't send Links. You have to make the effort to cut and spice all of your content and compile it into a small mp3 Audio file. Again Content Directors don't have the time to go searching for you. You must come to them.



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There are 2 Types of Demos that you should look at sending. Let's see what they look like:

Music Demo:

No longer than three and a half minutes this should showcase the recent work that you have been doing on the air at your current radio station. Here are a few different things to consider when putting together a demo for a music presenter.

- Showcase your ability to work with callers
- Make sure that you encapsulating localism in your shift
- Showcase your music Knowledge especially with an older format
- Stationality – What are you doing to cross promote the Breakfast show & Station Concepts?

Breakfast / Personality Demo:

There are some simple keys you need to remember when putting together a personality Demo.

- Make sure you highlight your ability to tell a good story – That skill is worth it's weight in **GOLD!**
- Showcase that you can have fun with your listeners.
- Along with a good Demo CD's need to see you can prep well – maybe send a few examples or your prep work for your show.
- Localism is key to any breakfast show unless you are networked – You must show you can do local well.