

# Morning Show Prep Template

# 9 Min Segments

This formula can help you maximize hosting the local 9 minute segments during the Son Rise Morning Show: (Clock Attached)

In prepping the segment, what is the brand of the station and the brand of the day that needs top priority. You can focus on Saint Day, Feast Day, crazy weather days, upcoming holidays, seasons, etc. Meet your audience where they are in that time of day so you can best connect.

Reveal who you are in these segments because you are the local face and voice for your audience. The better they connect with you each day, the better they connect to you during events, pledge drive and their Catholic faith. Transparency is a great filter as your plan openings, closings and conduct interview questions.

Look at the trends of the morning, social media, liturgical calendar, station events, and your own lives. These are sparks and springboards to better prep for your local segment. LOCAL! LOCAL! LOCAL! Really, think of what you are doing to connect people to YOUR station.

Weather & Traffic help to set that local factor. When you have a simple forecast, tie a few city temperatures and talk about the weather not so much like an anchor but what you can do in the day when it is sunny and 75 or rainy and 35. Weather is a great connector and traffic is optional but big markets need it so people aren't tuning out to get it elsewhere but when it's not a big deal but a big accident happens, it derails the audience normal day routine and you can help them find that info first.

Guest will easily fill this time in the morning. You could shoot for 1 or 2 a day. Again, find the local angle or them or if it is a local Priest or local leader, it shows you working together with churches and organizations for what is going on and why people should care.

Make your interviews count, what are learning from you that they won't get elsewhere or from a web site. Make it personal to your audience, your station and your show talent.

Reset your segments as your go along, every 3 minutes or so helps people know who they are listening to and what you're talking about.

Remember you may be the only Jesus people see or hear all day so be a light, be real and welcome your audience in.

If Steve or I can help maximize this more, please reach out and we can set up time to talk.

## REMEMBER:

**Bottom line: What is the one thing you wish you knew when you were at your lowest? Tell me THAT!**

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9 Min Segments

## Prep Item Clock

**Open/Greetings**

**60-90 seconds**

**Weather/Traffic**

**30 seconds**

**Local Trends/Interview 1**

**3-5 Minutes**

**Segment Reset**

**30-45 Seconds**

**Local Trends/Interview 2**

**3-5 Minutes**

**Wrap up**

**60 Seconds**

(Times will vary based on the depth of the interviews)