

Talk Show Resetting Guidelines

- 1) The billboard is basically a promo for the show. The copy for the billboard should follow basic promo copy-writing procedures. The billboard is not the open. The billboard is a longer promo. The billboard benefits from a properly developed focus statement for the program, and flows directly from the focus statement.
- 2) The Open should be a full-introduction to the program. Don't assume everyone has heard your billboard. The Open has more information about the topic and guests – and contains compelling reasons to listen to the show. In fact you may repeat some of the language from the billboard in the open. The open also benefits from a properly developed focus statement for the days program.
- 3) Major Resets: Major resets occur at each break and they contain much of the same information in the open and billboard.
- 4) Mini Resets: Between Major resets at the breaks, do a short reset every couple of questions. (You should also include QHM here, but that's another set of guidelines.) The reset should frontsell the show:

Example: "We're talking to Malcolm Gladwell, author of the new book Blink – in which he says you should trust your sixth sense. Mr. Gladwell, What is the sixth sense?"

Example: "The topic today is the power of first impressions and when to believe them – and our guest is"

- 5) Micro-resets occur in-between the mini-resets and like all resets are designed to assist listeners in figuring out what the topic is and/or who the guests are – in short why should they listen? And, a well-crafted focus statement makes doing these micro-resets easy.

Example: Include the name of the guest and topic in the body of your next question to them. In this way you can easily include a micro-reset in almost every question. These are so simple and obvious. For example, Instead of "Where did you get the idea for this ...", say, "Professor Johnson, on this subject of horses in Durango, ..."

Example: Instead of, "Talk about the shooting of ..." Say, "OK, Mr. Gladwell, author of "Blink", talk about the shooting of ..." [It might look odd as copy but a skilled host will make this sound completely natural and right.]

Where you have more than one guest, make it clear throughout the show what the role of each guest is, using the same technique as above:

Example: Instead of "What do you think of the Administrations Social Security proposal?" Say, "Mr. Blumenthal, as a former Clinton aid and in your regular Salon columns, you are known as a critic of the Administration, what do you think of the Administration's Social Security proposal?"

Example: And – "David Frum, as a former Bush speech writer, and outspoken proponent of the Administration, what's your analysis of their SS proposal?"