

Hiring On-Air Talent: Qualities to Look for

- **Are they curious and eager to learn something new?**
- **Do they live the content? Do they do their homework?**
- **Do they write well? Are they clear and articulate?**
- **Are they willing to let the guest/content be the star?**
- **Are they genuinely interesting and good company?**
- **Do they respect the intelligence of the listeners?**
- **Are they engaged with public life and culture?**
- **Are they solution-oriented/believe in civil discourse?**
- **Can they be prepared and still respond on the spot?**
- **Do they embody the purpose/goals of the program?**