



THE LUND CONSULTANTS

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Lund Top Ten Vol. 1 - Traits of Winning Air Personalities

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The “Glue” Between The Songs Can Be Your Winning Edge

Air personalities come in all shapes, sizes, and types. And that’s a good thing. No one would enjoy hearing the exact same cookie-cutter talent on the air of every station. But there are some traits all the best personalities share. The ten most important are highlighted below:

- 1 **Self Confidence.** The best personalities know they are talented and believe they belong on the air. Without this healthy ego, on air performance would suffer from self-doubt and hesitation. The best know what they are doing and do it well.
- 2 **Purpose.** Though the best personalities are familiar with the station mission and strive to help achieve it, they also have their own sense of purpose. It might be something simple like entertaining their listeners everyday, or it could be as involved as becoming the personality with the most personal interaction in the local community.
- 3 **Focus and Awareness.** The best work hard, aware of everything going on around them. Meticulous about being prepared for their show, they often think in their daily lives, “Could this be used on air?”
- 4 **Sunny Side Up.** No one wants to listen to Mr. Negativity. The best personalities have a positive outlook. They are happy and approachable, and they truly care that others like them. This is essential in creating a lasting relationship with listeners.



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- 5 **Sense of Humor.** The ability to find what is amusing or funny about almost everything, including one's self, is also an important trait. Being able to share the fun with listeners is essential.
- 6 **Curiosity.** It may have killed the cat, but it's a necessary trait for being the best air personality possible. The best ask questions and acquire more knowledge and information than others. Knowledge they share with their listeners everyday.
- 7 **Life Experience.** The best don't just sit behind the mic. They get out there and gain experience that translates to knowledge about a broad range of topics so they can connect with many different listeners. The best also read, watch TV and surf the Internet and submerge themselves in what's going on in the world.
- 8 **Succinct Communication.** Getting a point across with as few words as possible is a necessary skill for on air personalities. No one hums the announcer. What an unprofessional jock says in three sentences, a good talent says in two and a great personality says with a single line!
- 9 **Passion.** If a talent doesn't love what he or she does, the audience will feel it and never connect with him or her. The best personalities are emotional, demonstrative and passionate individuals.
- 10 **Judgment.** The best monitor their own performance even while they're on air. They know how far to go or when to cut a topic short. They make sure the content of their show is acceptable and appealing.