

# The Making Of An On Air Personality And What It Takes

Have you ever wondered what it takes to become an on-air personality? The glamorous world of radio and television often captivates the imagination, leaving us curious about the individuals who grace our screens and airwaves. Behind the scenes, there is a multitude of skills, hard work, and dedication that goes into the making of an on-air personality.

## The Art of Communication

At the core of being an on-air personality lies the art of communication. Whether it's speaking on the radio or presenting on television, the ability to effectively communicate with your audience is crucial. It involves expressing yourself clearly, engagingly, and with a voice that captivates the listener or viewer.

The craft of communication extends beyond simply talking. It requires the skill to listen actively, digest information, and respond coherently. On-air personalities must have excellent listening skills, as they often interact with callers, guests, or co-hosts. They need to be able to think on their feet and deliver articulate responses in real-time.



## Radio Pro: The Making of an On-Air Personality and What It Takes by Joe Martelle (Kindle Edition)

★★★★★ 5 out of 5

Language	: English
File size	: 6665 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Lending	: Enabled



## **The Power of Voice**

One of the most distinctive features of an on-air personality is their voice. A unique and captivating voice can make all the difference in connecting with an audience. The tone, pitch, and clarity of the voice can evoke various emotions and create a lasting impression.

Some individuals are naturally blessed with an appealing voice, while others work hard to develop their vocal skills. Voice training, exercises, and techniques are often employed to enhance the quality and projection of the voice. On-air personalities often have a signature voice that becomes synonymous with their brand.

## **Building a Personality**

Beyond communication skills and voice, an on-air personality must develop a distinct persona. They need to build a relatable and likable personality that resonates with their target audience. This involves finding a balance between authenticity and entertainment.

On-air personalities often make their mark by sharing personal experiences, anecdotes, and opinions. This vulnerability allows the audience to connect with them on a deeper level. They need to show passion, enthusiasm, and be able to handle criticism while still delivering engaging content.

## **Education and Experience**

While a natural talent for communication and a captivating voice can set the foundation, education and experience play a vital role in the making of an on-air personality. Many radio and television broadcasters pursue degrees in journalism, communication, or broadcast media.

These programs help individuals gain a deeper understanding of the media industry, learn the technical aspects of broadcasting, and develop journalistic skills. Internships and entry-level positions at radio or television stations offer valuable hands-on experience, allowing aspiring on-air personalities to refine their skills and learn from industry professionals.

## **The Work Behind the Scenes**

Being an on-air personality is not just about being on the airwaves or in front of the camera. There is a significant amount of preparation and behind-the-scenes work involved. Researching topics, organizing interviews, scripting content, and preparing show rundowns are just some of the tasks that need to be done.

Besides the physical work, on-air personalities often work irregular hours, including early mornings, late nights, and weekends. They must be committed and dedicated to their craft, always striving to deliver high-quality content to their audience.

## **The Constant Evolution**

As with any profession, on-air personalities must adapt to the evolving media landscape. The rise of social media and digital platforms has expanded the avenues for on-air personalities to connect with their audience. Building an online presence and engaging with fans through various social media channels has become an integral part of the job.

On-air personalities also need to stay up-to-date with current events and trends, as their audience expects them to provide timely and relevant content.

Continuous learning and professional development are crucial to thrive in the ever-changing media industry.

The making of an on-air personality is a multifaceted journey that encompasses communication skills, a captivating voice, a relatable personality, education, experience, and behind-the-scenes work. It is a craft that requires dedication, hard work, and a passion for connecting with an audience. So, the next time you tune in to your favorite radio station or television program, remember the tremendous effort that goes into making those on-air personalities shine.



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Radio Pro is actually several books in one, covering every aspect of personality radio—from the history of pioneer broadcasters to how to become a successful personality. Forty-one-year radio pro Joe Martelle also brings together a richly-varied selection of candid comments on the subject from over 150 of America’s best broadcasters, seasoned pros, who tell it like it is and what it takes to be a

successful air and on-line personality. Containing 736 pages with hundreds of photos, Radio Pro is enlightening, informative, and thought provoking for both the radio student and those interested in personality radio.

Congratulations on getting the book done and out! I know how hard that is and I admire your dedication... I hope you enjoy every minute of joy as you hear from people across the country. - Nancy Widmann, former president of CBS Radio

Just beautiful artwork and a great looking book. When I opened to a random page, I was glued. Congratulations! I know you poured your heart into this one and a book like this will be read for generations of Radio Pros to come! - Dave Ryan, Top rated Morning Drive Personality, KDWB-101.3, Minneapolis, MN

RADIO BOOK YOU HAVE TO READ: Radio legend Joe Martelle has just released a book titled "Radio Pro: Radio Pros and Legends Share Their Secrets to Success." If you're looking to master the art of radio, this is the book to get. The Morning Skoop's own Steven Dee has contributed to Radio Pro. If you're really serious about your radio show, buy this book. - Steven Dee, daily radio show prep service

I think you did an amazing job! It's a great read and right up my alley as a broadcaster. I agree with so much of the things in your book and do does my GM, who is ordering ten copies of Radio Pro, so I can hand them out to my staff. - Mark McCray, Radio 1, Dallas

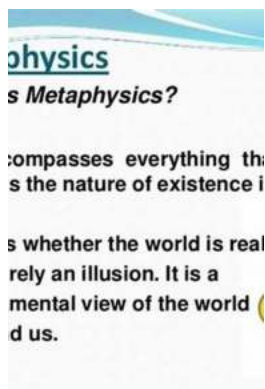
You've really done a service for up and comers as well as us veterans---finally the story told through the eyes of the pros, championed by you, one of the all time great pros! - Jordan Rich, WBZ- Boston

You certainly put together an exceptional history of radio and the emotions, challenges and rewards of being behind the wonderful “MiC” and the illusions created on the other end for the listener. -Surfer Joe

"Radio Pro" takes you behind the mic with super 'Morning Man" Joe Martelle. This inside look at broadcasting is a must read for anyone with aspirations for a career in radio. "Good Guy" Joe, my friend, you really nailed it! You wrote a fascinating, fun book. I loved it and I'm sure that all radio fans and everyone who reads it will too." - Harry Harrison, Morning-Drive talent, WCBS-FM, New York City

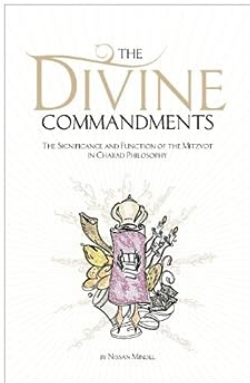
"A great reference book for everyone associated with the radio industry." - Radio Recall

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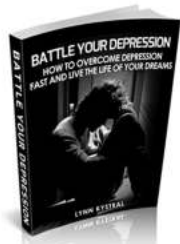
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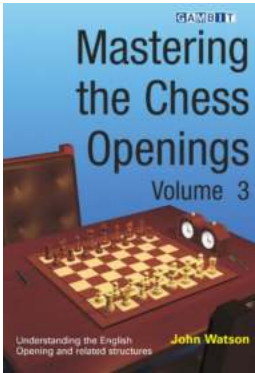
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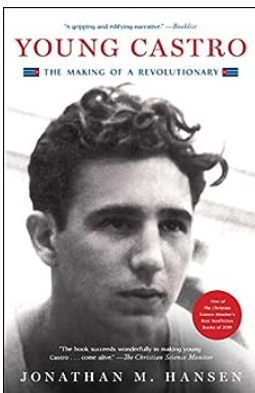
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