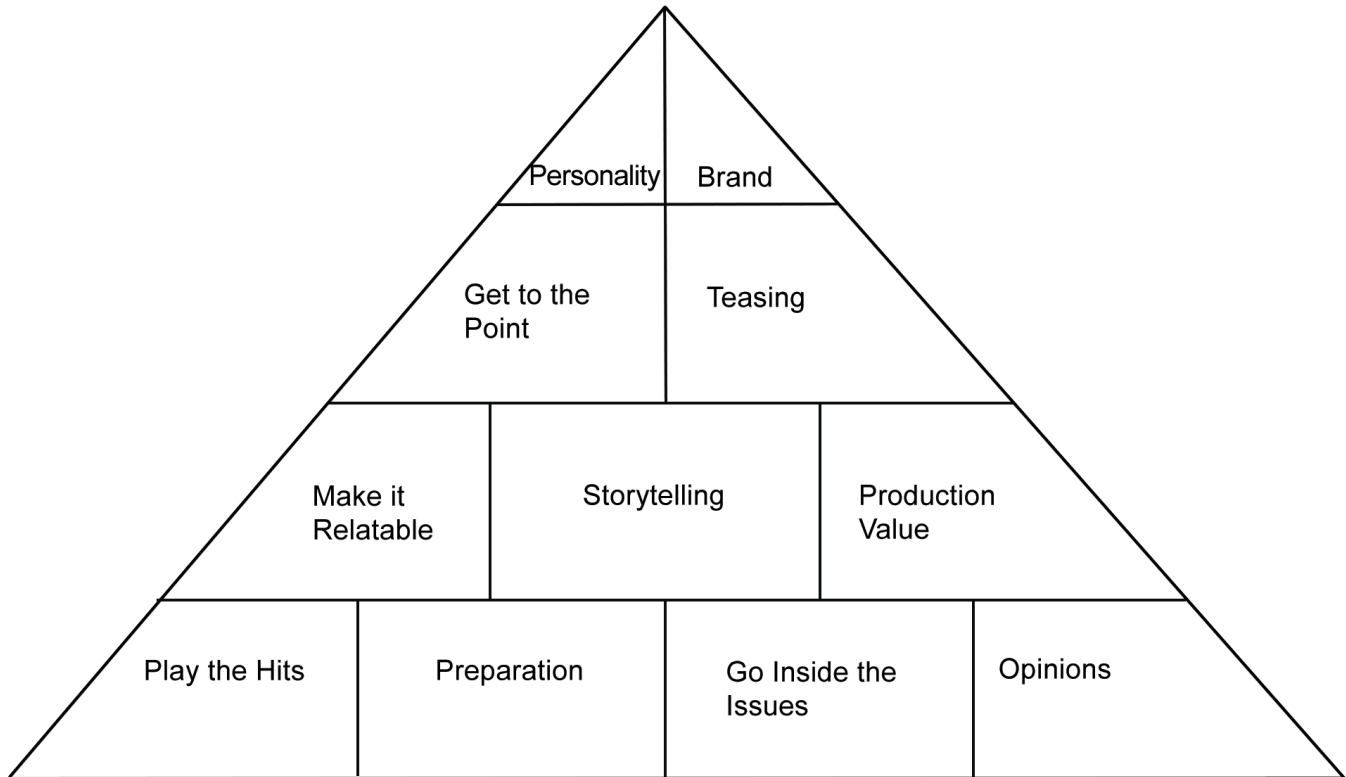


Sports Talk Pyramid



1. **Play the hits:** Address stories that are of most interest to most of your audience.
2. **Opinions:** Have them, research them, support them, defend them.
3. **Preparation:** Support your opinions with facts.
4. **Go inside the issues:** Tell your listeners what's new, what's next and what is possible.
5. **Make it relatable:** Give context to issues by drawing parallels to similar situations in other sports, pop culture, your personal life, etc.
6. **Storytelling:** Drive your point home by sharing first-hand experience & observation. Give listeners something they can't get anywhere else. Every segment should include at least one story.
7. **Production value:** Use audio elements to enhance your spoken presentation.
8. **Get to the point:** Grab listeners within the first 30-seconds of each segment.
9. **Teasing:** Build Time Spent Listening (TSL) by enticing listeners to listen longer or tune in later.
10. **Personality:** Be one. Traits might include being genuine, opinionated, self-deprecating, insightful, thought provoking, observant, curious, witty and well rounded.
11. **Branding:** Repeat the name of your show and station call letters. It's advertising.