

# **MAXIMIZING TIME WITH ARTISTS**

**These content creation checklists can be saved, printed, and/or laminated to use as physical reminders of what you should be capturing during your time with an artist in a given situation.**



## *Phoner:*

- Clear, clean connection.
- Be mindful of time allotment.
- Make sure to touch on the reason for the call (new project, television appearance, local show).
- Request approved images from label/management/publicity to pre- and post-promote interview online.
- Use an online platform or app to turn audio into social content by overlaying a clip on the approved image (PodVideo app or similar).
- Do not use phoner time for liners or imaging audio.

## *Zoom/Social Media Live:*

- Clear, clean connection; try CleanFeed or a similar platform extension.
- Be mindful of time allotment.
- Make sure to touch on the reason for the interview (new project, television appearance, local show).
- Find at least one out-of-the-box question that could create a great quick-clip for social media.
- Request approved images from label/management/publicity to pre- and post-promote interview online.
- If time allows, request video liners: “Follow WABC on TikTok for more interviews like ours!” Use these to cross-promote.
- Do not request audio liners via video interview.
- Cut up video to pre- and post-promote with most intriguing interview moments.

## *Red Carpet:*

- Do extensive research and make notes in advance for each potential interview. Be as prepared as possible to roll without holding your notecards.
- Be ready with generic-but-interesting questions for unexpected interviewees.
- Avoid cliché questions: “Who are you wearing?” “Who are you most excited to see tonight?”
- Be certain to capture both audio and video content simultaneously.
- Do not ask for audio liners or posed photos on the red carpet. Utilize video captures to create still images as needed. Be mindful of your time allotment.
- Cut up video to pre- and post-promote with most intriguing interview moments.

## *Backstage at Concerts, Festivals, etc.:*

- Do extensive research and make notes in advance for each potential interview.
- Capture both audio and video content simultaneously.
- Get posed photos of talent with each artist.
- Cut up video to pre- and post-promote with most intriguing interview moments.
- Request audio liners (station, jock, holiday, custom) if time allows.
- Consider finding a game to play or asking one of the same questions to every artist to create an audio and/or video feature. Examples: Doing a TikTok dance or trend, doing impressions of other artists, focusing on a holiday-themed line of questioning.

## *Radio Row at Awards Show Weeks:*

- Do extensive research and make notes in advance for each potential interview. Be as prepared as possible to roll without holding your notecards.
- Be aware of who is coming up next and scheduling as artists begin overlapping.
- Be ready with generic-but-interesting questions for unexpected interviewees.
- Be certain to capture both audio and video content simultaneously.
- Consider finding a game to play or asking one of the same questions to every artist to create an audio and/or video feature. Examples: Doing a TikTok dance or trend, doing impressions of other artists, focusing on a holiday-themed line of questioning.
- Incorporate mentions of upcoming local shows or market visits.
- Get posed photos of talent with each artist.
- Cut up video to pre- and post-promote with most intriguing interview moments.
- Do not request audio liners.
- Be mindful of your time allotment.

## *Radio Tour Station Visit:*

- Research artist in advance of their arrival. Review most recent social media posts and read provided talking points from the label.
- Roll both audio and video for all portions of the visit.
- Capture candid photos throughout.
- Request posed photos with all available on-air talent.
- Conduct an on-air interview and/or record an interview for later use.
- In addition to a “conference room performance,” ask about a “live” (or pre-recorded) on-air performance of at least one song.
- Request audio liners (station, jock, holiday, custom) and audio for any future imaging needs.
- Get signatures on any items the station plans to use for promotional giveaways and/or charitable initiatives.
- If possible, bring in station listeners/artist’s fans for the duration of the visit.
- Be future-looking and capture audio, photo, and video content to celebrate the artist’s first No. 1, first album release, first sold-out show in-market, etc.
- Use an online platform or app to turn audio into social content by overlaying a clip on a posed or candid image (PodVideo app or similar).
- Cut up video to pre- and post-promote with most intriguing interview moments and performance clips.

## *Station Market Visit:*

- Review most recent social media posts and read provided talking points from the label.
- Roll both audio and video for all portions of the visit.
- Capture candid photos throughout.
- Request posed photos with all available on-air talent.
- Conduct an on-air interview and/or record an interview for later use.
- Request to do updated audio liners (station, jock, holiday, custom) and audio for any future imaging needs.
- Get signatures on any items the station plans to use for promotional giveaways and/or charitable initiatives.
- If possible, bring in station listeners/artist's fans for the duration of the visit.
- Use an online platform or app to turn audio into social content by overlaying a clip on a posed or candid image (PodVideo app or similar).
- Cut up video to pre- and post-promote with most intriguing interview moments and performance clips.

## *Press Conference:*

- Review most recent social media posts and read provided talking points from the label.
- Be mindful of time allotment.
- Do not step on others who have been called upon during the conference.
- Pay attention to questions that have already been asked, and do not repeat topics.
- Make sure to touch on the reason for the presser (new project, television appearance, local show).
- Request approved images from label/management/publicity to pre- and post-promote interview online.
- Use an online platform or app to turn audio into social content by overlaying a clip on the approved image (PodVideo app or similar).
- Do not request liners or custom imaging audio.
- Do not request posed, personal photos unless those running the presser states they have allotted time for photos.

## **General Tips:**

- Always ensure your audio, video, and photo equipment are in working order and that you know how to use each piece of equipment.
- Be certain you have backup power sources, extra batteries, and backup equipment.
- Be prepared. Research the artist using available prep, provided talking points, and scanning the artist's recent social media content posts.
- Have a prepared video setup in addition to your audio components. Be certain to check camera angles and lighting prior to the artist's arrival.
- Ask about your allotted time window and be mindful of it throughout the process.
- Pre-plan your content needs and use a checklist to be certain you capture all you need.
- Be aware of any upcoming special events, holidays, or local happenings and plan content requests accordingly.
- Plan out pre-promote and post-promote, and make certain your on-air and promotion teams are aware of the social post schedule.
- Bring your promo, sales, and on-air teams together for content brainstorming and to make sure everyone is on the same page with content creation goals.
- Take note of audio and video setups other shows are using. Make notes about equipment that could elevate your own setup, and make detailed requests to management to include the equipment and/or software in the yearly budget.