

HOSTING A RADIO SHOW

“A radio show or a podcast is a very direct way to communicate with your fans.”

—Armin van Buuren

SUBCHAPTERS

- What Radio Can Do for You
- Armin's Programming Philosophy
- The Search for New Music
- Listen With an Open Mind
- Use Your Audience's Ears
- Basic Rules for Talk Breaks
- Grab Your Listeners' Attention
- Make a Human Connection

CHAPTER REVIEW

Armin uses his radio show *A State of Trance* as the center for everything he does as an artist. He announces new music and tours, speaks about the artists and labels he's listening to, and tries hard to make a personal connection with his fans. Finding new music for the show also inspires the work Armin does when he's producing. Each episode of *A State of Trance* offers Armin's tune of the week, a fan-selected future favorite, a most talked about trending track, and a track accompanied by a story that allows listeners worldwide to be a part of the experience.

Armin has mastered the radio medium and shares his tips with you:

- **Find new music:** If you are programming your own show, you don't need to be on all of the promo lists to find great music. Search for websites and blogs that curate the best new tracks of the week. It's your job as a DJ to deliver them to your fans.
- **Have an open mind:** Armin likes to listen to new tracks without knowing who the artist or label is. This information can bias your feelings about a track based on the label's reputation or the artist's past successes. You should try to form your own opinions about new tracks before judging them based on their creators.
- **Use your audience:** If you aren't sure about a track, ask your listeners to give you feedback. Your listeners quickly become your own focus group for testing new tracks.
- **Speak with purpose:** You should plan out how you will use your talk breaks. Armin recommends you remind your listeners what show they're listening to. It's also good to repeat the website address, if there is one, so they can follow along from wherever they're listening. Engage your audience in what you're saying instead of giving them a passive experience. The audience is listening because they want to hear you.
- **It's great to show some on-air personality to your fans.** Be real. Don't talk down about yourself. Present yourself and your music, events, and announcements with confidence.

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LEARN MORE

- If you've ever thought about starting your own radio show, now's your chance. Read about what gear you'll need and how to get started [here](#).
- If you are working on a podcast, it's important to understand how to engage your audience. Read tips from NPR's Tamar Charney for [winning the ears of listeners](#) over your competition.
- Armin's *A State of Trance* reaches over 40 million listeners worldwide. [Learn more](#) about ASOT and listen in.

ASSIGNMENT

- It is impossible to listen to every new track, so you should spend time searching for websites and blogs that can help you identify the best tracks of the week. Share your best resources in [The Hub](#) with your classmates.
- If you'd like to follow in Armin's footsteps and have a radio show as a central part of your musical work, then start your own! Plan how you will program each show, where your music will come from, and how you will engage with your audience. The resources located in the Learn More section will help you get started.