

THE GAVIN WALLACE SHOW - PREP CALL - (PART 2)

EVALUATION OF PART 1 ie ORIGINAL ENTRY SUBMISSION UPLOADED IN AUDIO STREAM:

Looking back at the submission, we identified a few areas where we could make improvements while still keeping the elements that worked well.

More structure: We need to give the content a clearer beginning, middle and end, so the listener has a better sense of where the piece is going. At the same time, we don't want to over-script it or lose the natural flow.

Keep the spontaneity: The natural conversation, humor and chemistry are important to what we do. The challenge is to add structure around that without making it feel forced or rehearsed.

Tighter editing: We need to be more disciplined about what makes the final cut. With a target of around 15 minutes, we should remove repetition and any sections that don't add much, while keeping the genuinely funny or spontaneous moments.

Broadcast-safe language: We need to be more conscious of language that could potentially cause an issue for broadcast. We can still have the same humor and personality without relying on swear words or language that wouldn't be suitable for broadcast.

De-regionalise the content: We need to consider how accessible the content is to someone who isn't familiar with our particular area or station. Local references are part of our identity, but we should avoid relying too heavily on them. Where possible, we can make references more universal without losing the personality or authenticity of the piece.

Keep the personality: Perhaps most importantly, we don't want the process of improving the content to make it feel too polished or manufactured. The chemistry, humor and feeling that we're having a genuine conversation are strengths, and we want to build on those rather than lose them.

Overall, our biggest learning is about finding the right balance between structure and spontaneity. We can plan the journey and tighten the content, while still leaving enough room for those unexpected moments that make the conversation feel genuine.

