

## **The Farley Flex Files**

### *Egos and Idols*

**Interviewer:** Farley, congratulations on another year of Canadian Idol. How does this year's crop of young Canadian talent look so far compared to last year?

**Farley:** I think the big difference in this year's crop of talent is that the average age has gone down significantly. It was something we noticed immediately in the preliminary rounds and not only are they younger they are bolder and surprisingly more confident than last year's contestants.

**Interviewer:** Canadian Idol is the most watched program in Canadian television history. What do you think accounts for its popularity?

**Farley:** I think there are three key reasons for the popularity of the show. The first being the universal interest that people have for seeing regular next door neighbour types have a chance at stardom. Secondly and possibly more importantly it gives the public an opportunity to feel empowered by seeing the immediate impact of their votes on the outcome of the show. Lastly, Idol is one of the few television programs that invite grandparents, parents and children in to one room, in front of one television at one time.

**Interviewer:** What is the most fulfilling aspect of being a judge on Canadian Idol?

**Farley:** The most fulfilling aspect of being a judge on the show is to see these kids go after their dreams right there in front of me. Especially those who have come from remote parts of this country and would never have had the chance at a music career.

**Interviewer:** What would you say is your greatest passion?

**Farley:** My greatest passion is assisting in the development of youth in all the capacities that I see as important - socially, professionally and morally.

**Interviewer:** How important is it for someone to pursue a career that allows them to be themselves?

**Farley:** I think it is of paramount importance for individuals to pursue careers that are a natural extent of interests that they've developed through school, family, extra curricular activities etc.

**Interviewer:** Managing talent is one of your greatest strengths. What does any manager need to do in order to turn talent into performance?

**Farley:** The first thing any manager in any field needs to do in order to turn talent into performance is to be able to recognize the specific talents within the individual, make the individual aware of those talents and direct them accordingly. It is also important to be able to

recognize areas that are in need of development because that is where satisfaction, rewards and motivation come from.

**Interviewer:** What advice do you have for educators trying to inspire young people to think about their future?

**Farley:** My advice to educators is to take the time to understand the interests of their students and use that information to motivate them and steer them in the right direction.

**Interviewer:** You've received the Bob Marley Community Role Model Award. For those who aren't familiar with it, who is it awarded to and why?

**Farley:** The Bob Marley Community Role Model Award is awarded to individuals who have contributed to the development of their community beyond the call of duty. Other recipients were, The Right Honourable Alvin Curling Speak of the House, Michael Lee Chin CEO of AIC Mutual Funds, Suzanne Boyd Flare Magazine, Peter Sloly Police Officer, to name a few.

**Interviewer:** Thanks for your time Farley. One last question which I'm sure is on everyone's mind: When it comes right down to it, what does it take for someone to win Canadian Idol?

**Farley:** It will take someone who does more than sing well. The individual has to win the public over in a number of ways. They must appear personable, the judges have to like them, they must also appear vulnerable in some way and lastly it helps to develop in some way throughout the show.

**Interviewer:** Thanks Farley!