



Presenting

Radio must be considered mass media, but the presenter must see it as talking to just one person, and ensuring that whoever that person is, they should be able to understand what you are talking about.

The rate of delivery depends on the style of the station, the material broadcast and the conversational speed of the presenter. Everyone has their own rate and style, and the only way to polish it is recording your programmes and analyse and perfect your style.

It is crucial that the presenter reads the stories to get an overall understanding and check the pronunciations and names right. If there is enough time, read the bulletin aloud at least once before going on air.

Once you are on air, you need to be focused on the text and on driving the desk, making sure that the correct audios are being played.

If there is a technical glitch, apologise and resort to one of the usual apology phrases. I.e. “We apologise for the technical glitch and we’ll be back to that story later in the bulletin.

In the actual reading, your eyes need to move ahead of the script, to prepare for playing the audio insert. If you stumble over a word, don’t try to say it again as it will only bring attention to the mistake. Train yourself to ignore it, to ensure that it does not affect the delivery of the rest of the programme.

The same guidelines apply to all talk programmes in general.

- Good Planning is the key to hosting a successful music programme. If well prepared, the show should run smoothly. If you try to pick up music items in the last minute, the result will be disappointing for you and frustrating for the presenter.
- Specialist music programmes appeal to listeners who are fans of a particular type of music, and probably these listeners would not as much as –if not more than- the presenter. This is why the key to a successful music programme is preparation, preparation, preparation! If a listener corrects you on something that you have said on air, take it graciously, check it out yourself
- Listen to all the music beforehand, and prepare well your intros, adding relevant historical information about the time of the release of the track if relevant. Try to find other angles to introduce your music.
- Listen to the final broadcast too, to catch any errors, and be prepared to correct yourself if you make a mistake.