



PRESENTING A RADIO PROGRAMME OR PODCAST

(Ann Kaye, The Panjabi Centre – Desi Radio)

- Think about what you listen to – what makes you want to listen to someone?
- What three things do you like about their style?
- What don't you like?

What stations or podcasts do you listen to?

What do you like about them?

Think about the different types of presenters there are:

- Music
- Speech/news
- Phone in
- Discussion
- Magazine
- Podcast

What would you want to do?

How can you be different?

How can you be better?

What is The Job of the Presenter?

- Set the tone
- Identify the station or podcast
- Give the information you need to know
- Talk in a way the audience will relate to
- Build a following
- Give them something different/challenging

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- Talk TO not AT people
- Why would someone want to listen to you?
- Be articulate
- Don't talk too quickly

What's the difference between a radio and tv presenter? What does a radio presenter need to do to be successful?

What words could you use to describe a successful presenter?

OUTGOING FRIENDLY COMPANIONABLE AUTHORITATIVE ORIGINAL.....

What word would you use to describe the sort of presenter you want to be?

Think about what you're going to say before you open your mouth, not the other way round!

What can't a presenter say?

Things likely to offend, defame, incite. What would your mother think?

Banned words:

The listener. Everyone out there. Folks. Radio Land. The audience.

Narrowcasting – remember you're not talking to thousands of people, you're only talking to one person. So you are narrowcasting, not broadcasting.

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If you have nothing to say, don't say it

Don't giggle, waffle, patronise, condescend

Avoid jokes unless you are REALLY sure!

It's not about how important you are, it's about how you got wet waiting for a bus, how you can't open a milk carton, how you empathise with the problems of people listening to you.

Think about who you're talking to, build a picture of your listener

Many people of all ages have no outside contact all day except with the person they hear on the radio or online.

BROADCASTING ISN'T ABOUT THE PRESENTER, IT'S ABOUT THE LISTENER

Think about who is in your audience and talk to them

And Smile.

Find out more about the project: <http://frauensolidaritaet.org/erasmusplus>

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