



MODULE: **BASIC RADIO BROADCASTING**
CODE: **JST 04202**

DON'T AND DOS DURING RADIO PRESENTATION

Being a radio presenter is not always easy. You need to be well prepared in order to offer the best possible content and keep your listeners tuned in. starting with DON'T

Don't in radio presentation

- **Talking over one another-**Whether you are broadcasting with another radio presenter or a guest, make sure that you are not talking over one another. It makes it difficult for your listeners to follow the conversation when more than one person is speaking at the same time and you risk losing them.
- **Don't Cut Off Callers-**If you have a show where listeners can call in to voice their opinion on different issues, don't cut off their points to give your own point of view.
- **Too many ads-** Your listeners will quickly become frustrated if they hear as many ads as they do music. It could also make you seem like making money is more important than providing quality content for your audience.

Don't during radio presentation continues...

- **Excluding your listeners-**The bond between radio presenter and audience is super important, it is what will keep them coming back for more. If your listeners are able to connect with you the chances are they will be loyal to your radio station. To keep this bond and make it grow stronger, it is essential that they never feel excluded **avoid** any private jokes that your audience will not understand.
- **Dead air-** Dead air refers to an unintended period of silence, where no audio is broadcast on your radio. Who is going to stay tuned in to a station that is not broadcasting anything? It could also put your audience off from coming back to your radio another time, as they may fear more issues during a future broadcast.

Does in radio presentation

- **Identify yourself and who your message is intended for-**Before starting your message, identify yourself and get the attention of the person you need to communicate with.
- **Clear and brief-** Speak clearly, at a regular volume, and a little slower than you normally would. Keep your message concise and only include necessary information.
- **Do engage with listeners in every way:** Having listeners call into the studio, participate directly in your program or engage with you on social media. Listeners will become more involved and build a stronger emotional connection.
- **Do become a more confident voice-**Confidence is key in this world. And it is normal to feel a bit less confident and unsure of yourself. Presenter must be comfortable during presentation this will help him/her to pronounce good and voice to come out clear.

References

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