

SUB ENABLING 4; APPLY RADIO PRESENTATION SKILLS IN A RADIO PROGRAM

- ✚ Identify skills for a good radio presenter**
- ✚ Identify dos and don'ts in a radio presentation**
- ✚ Demonstrate skills to present a radio program**

✚ IDENTIFY SKILLS FOR A GOOD RADIO PRESENTER

A good radio presenter combines a unique on-air personality with technical proficiency and strong communication skill. They must be able to engage listeners intimately, as if speaking to one person, while managing the technical and logistical flow of a show.

1. Communication & Performance Skills

Since your listeners can't see your face or gestures, your voice has to do all the work to keep them interested. Here as a good radio presenter, you are about to check on various things such as

- **vocal delivery:** A successful presenter needs a clear voice with good tone and the ability apply principles of vocal delivery (pitch, punch, pause, pace, projection, pronunciation, posture) so as to keep the broadcast engaging.
- **Articulation:** is the physical act of clearly forming your words using your lips, teeth, and tongue. Means don't swallow your words.
- **Conversational Tone:** means speaking to your audience as if you are having a one-on-one chat with a friend, rather than "announcing" to a large crowd
- **Storytelling:** is the art of "painting pictures with words." Since your listeners cannot see what you are talking about, you must use your voice to create a movie in their minds.

2. Technical & Professional Skills

Represent the behind-the-scenes tools and habits that make a show sound polished and run without hitch. While your voice is the art, these skills are the engine. You must become comfortable with the physical tools in a radio studio. So, a good radio presenter should have in technical and professional skills under the following.

- **Equipment Proficiency:** Presenters must be comfortable operating mixing consoles, microphones, and soundboards.
- **Software Knowledge:** Familiarity with audio editing and broadcasting software like Adobe Audition.
- **Time Management & Punctuality:** Radio operates on a strict schedule. Presenters must hit "marks" for news, ads, and songs precisely to maintain the station's flow.
- **Research:** Deep preparation is required to stay informed about current events, pop culture, and guest backgrounds to avoid spreading misinformation.

3. Interpersonal and Soft Skills

these skills are the bridge that connects you to your listeners, your guests, and your team. it is how creative are you in delivering your content to the audience. consider things below

- **Audience Engagement:** Active interaction through social media, live phone-ins, and polls helps build a community around the show. not only that but how do you engage with your listeners how are they feeling as a part of your program, are showing empathy (feeling what your audience is feeling).
- **Interviewing:** Skilled presenters ask open-ended questions and practice active listening to draw the best stories out of their guests.
- **Working with Your Team:** A radio show isn't a one-person job. You must work well with producers, engineers, and researchers. Being easy to talk to and respectful helps the whole team work together toward a common goal.

4. Modern Digital Skills

means being able to extend your radio show beyond the traditional microphone and onto the internet. In the digital age, radio isn't just a sound; it's an online experience. Here is what these skills look like in practice

- **Social media:** Managing a brand across X (Twitter), Instagram, and Facebook is now a core part of the job to maintain connection outside broadcast hours.
- **Content Repurposing & Podcasting:** Podcasting means Trimming the best parts of your live show and uploading them to platforms like Spotify or Apple Podcasts. Visual Storytelling means Creating graphics or short videos that highlight the best moments of an interview to attract listeners on visual platforms.

IDENTIFY DOS AND DON'TS IN A RADIO PRESENTATION

❖ DOS IN RADIO PRESENTATION

1) Speak to one person

This is the golden rule of radio. Although you might be speaking to 10,000 people, you must visualize and speak to just one. Imagine a single friend sitting across from you. This mental trick instantly changes your entire delivery. You stop “broadcasting” and start “conversating.”

- **Instead of:** “Good morning to all you listeners out there!”
- **Try:** “Are you stuck in that same traffic jam on the main road this morning? I feel your pain.”

See the difference? The first is a public announcement. The second is a personal comment. This “one-to-one” approach is the foundation of an engaging, conversational tone

2) Use clear, simple, and vivid language

Radio is theater of the mind Your listener cannot see you, your guest, or the topic you’re discussing. Your words must do all the work. Your job is to paint a picture, so for you to be good understandable consider the following

- **Avoid jargon and complex sentences:** Your audience is often multitasking—driving, working, or cooking. They don’t have time to unpack a dense sentence. Keep it simple. jargon are special words or expression used by profession or group that are difficult for others to understand.
- **Be descriptive:** If you’re interviewing someone, don’t just state their name. Describe their energy. “Our guest just walked into the studio with the biggest smile I’ve seen all day.”

3) Master your vocal variety

The biggest sin in radio is monotony. If your voice stays at the same pitch, pace, and volume, the listener’s brain will switch off, even if your content is fascinating. Your voice is an instrument, and you need to use its full range.

4) Prepare meticulously(methodically)

Means doing your presentation in an orderly and systematic manner. You need to know your material inside and out, do Research your topic Know more than you need. This gives you the confidence to go off-script and speak freely. stay conversational is to work from a clear outline of key ideas, not a word-for-word script.

5) Self-Identification (Self-ID)

Don't just say your name; anchor the show with it. Because listeners tune in and out at different times, your name acts as a "welcome mat" for someone who just joined. It helps new listeners know who they're hanging out with, but the trick is to make it feel natural rather than like a commercial. Aim to mention your name at least once per "link" (the break between songs/segments). This ensures that no matter when a listener turns on the radio, they aren't left wondering who is talking to them.

❖ DON'TS IN RADIO PRESENTATION

01) Don't: Read your script verbatim (word to word)

This is the number one mistake in radio presentation. The human ear can always tell the difference between "talking" and "reading." When you read, your voice becomes flat, your cadence becomes rhythmic and unnatural, and you lose all personality. It sounds like you're reciting a textbook. If you must read something (like a legal disclaimer or a complex quote), try to "talk" it rather than "read" it. Look up from the page, and deliver it in short, conversational phrases.

02) Don't: Create "ear clutter"

Your goal is a clean, clear audio signal. Anything that distracts from your voice is "ear clutter." These are of three ways as explained below.

- **Verbal clutter:** These are "filler words" or "vocal tics." We all use them in conversation, but on-air they become magnified and distracting. Train yourself to notice and reduce words like "um," "ah," "like," "you know," "so," and "basically." The best replacement? A silent pause.
- **Physical clutter:** This is any noise you create in the studio. Common culprits include tapping a pen, rustling papers (use a tablet!), banging the desk, or squeaking your chair. Your microphone is incredibly sensitive and will pick up everything. Be still.
- **Articulation clutter:** This relates to unclear articulation. Avoid mumbling, or "swallowing" the ends of your sentences. Also, be aware of "plosives"—the popping sound made by "P" and "B" sounds when you're too close to the mic. Proper mic technique (speaking across the mic, not directly into it) can solve this.

03) Don't: Talk at your audience (Be inclusive)

Talking at your audience is a one-way lecture. Talking with them is a two-way conversation, even if they can't talk back in real-time. Make your listener feel involved and included. do the following instead.

- **Use “you” and “we”:** These words are magic. “Here’s what you need to know” is much more engaging than “Here is the information.” “Let’s figure this out together” creates a team dynamic.
- **Ask rhetorical questions:** “Have you ever wondered why that is?” or “What would you do in that situation?” This prompts the listener to think along with you.
- **Acknowledge the shared experience:** Refer to the weather, a local event, or the time of day. “It’s a beautiful Monday morning... well, as beautiful as a Monday can be, right?” This grounds your show in the listener’s reality.

04) Don’t: Ignore the clock

Radio runs on a precise schedule. Shows end, ad breaks start, and news bulletins air at exact moments. You cannot “just run a few minutes over.” Part of being a professional is “talking to time.” You must be able to expand or contract your content to fit the time allotted. Always have one eye on the clock. Mastering this skill—making your point and wrapping up cleanly right before the break—is a hallmark of a great presenter.

05) Don’t Panic During Mistakes

When a mistake happens on air—whether it’s a “fumble” (tripping over words), a technical glitch, or dead air—**panic is your biggest enemy**. If you sound stressed, the listener feels stressed for you, and the “magic” of the radio connection breaks.

What do you think?

Which “don’t” do you hear most often on the radio that breaks your listening experience? And for aspiring presenters, which “do” do you think is the most challenging to master?