

## Presenting – Some Top Tips!

Below are some things to keep in mind if you really want to improve your presenting style:

1. **Listen Back.** The number 1 way to improve your presenting is to give it a try, and listen back to your shows afterwards. Listen back secretly at the dead of night, using headphones, if you're afraid your housemates will think you are an egomaniac. But It really helps you analyse what you did well and what you could improve on – eg. could I have had more energy there? Was that link too long? Do I need to keep my head still, or speak closer to the mic?
2. **Keep the links short!** There are exceptions of course, but as a rule of thumb your show will sound more professional if you keep links to a max of 2-3 mins. Be aware if you are rambling on - if you're telling a long story, could you split it up with songs in between, leaving the listener 'wanting more'? It's a good idea to decide off air, while a song is playing, how long you're aiming the next link to be, and the rough structure of what you're going to talk about.

If you need to do a longer link, at least consider the structure and whether it will be easy to follow – what if someone tunes in half way through your game or story for example?

3. **Think of the listeners!** If you have a co-hosts especially, it's easy just to chat to them and forget that you're making a radio show. Radio is a very personal medium, people don't want to feel like they're just eavesdropping. Even if you are chatting with your co host, remember to include the listener involved and address them directly where possible. People are taking the time to tune into your show, so make them feel involved! Address them as 'you' wherever possible, 'listeners' is less personal. Remember to tell them what's coming up in the show, encourage them to message in, do shout outs etc.
4. **Repeat Yourself!** Remember people could tune in at any time, be it half way through a song or when you're chatting. Remember to keep saying the radio station, your name or the shows name regularly, and introduce or reintroduce what you were talking about after songs. This also helps you gather your thoughts!

*Eg “That was SONG by ARTIST, you’re listening to SHOW on University Radio Bath, and we were just discussing...”*

*Extra bonus tip:* Having said that, don't overdo it, you don't need to introduce every single song if you link ends with quite a good 'punch line', or some laughter. Sometimes going straight into a song without losing momentum is better, leaving the 'and the next track is XXX by XXX, you're listening to...'. until after the song.

5. **Energy & Variety!** For a daytime show, you should have a balance between sounding enthusiastic, but still natural. If you sound like you are bored, how do you think the listener feels? The listeners don't get to see any of your body

language, and only have the sweet soothing sound of your voice to go on. It's probably best to talk slightly more energetically than you would in a day to day conversation, with a bit more 'performance', to be entertaining and get your message across.

With time and practice, consider how you can add interest by varying the tone & style of your presenting throughout a link/show. For example, if you lean closely into the mic your voice becomes deeper and fuller, and you can talk more quietly/softly (eg. Think Smooth Radio, Classic FM...), which Ricky Gervais often used on his radio show for comic effect, doing very over the top 'radio voice' links.

6. **Stop Complaining.** Please excuse me this once for complaining about complaining, but this is a gripe of mine. Be sensible about how much venting/whinging you do on radio, as a rule of thumb happy radio is better than angry/sad/bitter radio. It's easy when you get on air to start being negative 'urgh i have so many lectures', 'urgh it's so early', 'urgh, i'm so hungover' or that 'xyz is rubbish', 'I hate this', I could go on. But listeners don't care, they aren't tuning in to listen to you grumble. So be sensible, don't linger on anything negative for too long and try to keep a general upbeat tone, as in general that's what people tune in for.