



Helping You get into radio

Presenting Checklist

- What is the point of what you're talking about?
- Who cares about what you're talking about?
- Why are you talking about it?
- What are you trying to achieve with your link? (Build everything around what the point of your link is).
- Be relatable. Talk about what your listeners are talking about.
- Have you thought about how to get OUT of your link?
- Don't ramble on. KISS! Keep it short/simple!!.
- ALWAYS think of your listener. This show is for them, not just for you. Give them a reason to listen.
- How are you standing out from the radio presenter on the next radio station on the dial?
- Sound happy and fun on air. Being a radio presenter is the BEST job in the world.

More hints and tips at www.thepips.co.uk