



Helping You get into radio

10 top tips to for you & your show

Remember why you're there... Ultimately your job is:

- Tell people what they're listening to.
- Make them listen for longer.
- Get them to come back for more..
- *(How you achieve it is where you come in)*

- **Know your running order before you start, have a plan for your show.**

- **Pre read and understand any scripts before you do them.**

- **Live life & talk about it.** The stories of your own experiences are unique content.
- Think how you can share them on air.

- **Tease!** You need your audience to listen as-long as possible. Give them a good reason to stay with you for another 15 minutes. Hook them in.

- **Don't rely on newspapers to fill your show out.** They are a tool, but think how you can put your own spin on a story. Anyone can read a newspaper out.

- **Concentrate!** Personal problems are left at the door & remove any distractions. During songs, focus on what's coming up & how to deliver it.

- **Use social media to promote your show.** Think how you can use Facebook, Twitter & online to compliment on air.

- **Radio is intimate; communicate as if you're talking to 1 person.** Avoid phrases such as "all you listeners out there". Use "you" instead of "us"

- **Listen to your own show in real time.** Record everything you do & listen back it. Learn what can be better & improve on it.

Thank you to radio presenting coach Ian Brannan for these tips.
www.ianbrannan.com

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