

Research and Presentation Skills

Sources of Information: Newspapers, Magazines, Television, Radio, Internet, Press Releases, Flyers, Posters, Message boards...

Always use reliable sources and check your information is correct before broadcasting it.

Planning:

- Always decide in advance what the content of your show will be.
- Know the exact length of them each segment (e.g. discussion, pre-recorded interview, report or piece of music).
- Communicate with your team - plan the show together with your co-presenters and producers so that everyone knows exactly what is happening.
- Communicate with station management - check if there are any announcements to make or tracks to play/not play.
- It is useful to script your show. At least use a time sheet and write down the main pieces of information you want to cover.
- Keep a detailed log of every piece of music you use.
- Prepare a back-up story or track to use if something goes wrong.

FLIRT FM 101.3			
Date (Broadcast) _____ Day _____ Show _____			
Desk Operator _____			
Presenters _____			
ALL SECTIONS TO BE COMPLETED!			
Item e.g. Song/ Link	Duration of Inserts (e.g. xx:xx)	Real Time (e.g. xx:xx hrs)	Description of Intro/ Jingle/ Link/ Song etc.

Presentation:

- Don't chew gum, eat or drink on air.
- Keep an even pace - don't rush or slow down.
- Keep an even volume - don't shout or whisper.
- Don't turn your head away from the microphone while talking, keep the same distance away throughout the show and don't touch the mic or mic cord.
- If you have to read from a script, practice first and try not to sound like you are reading.
- Don't shuffle papers - keep them in order and drop them quietly to the ground as you finish with them.
- Stand or sit comfortably - don't slouch.
- Smile - this will improve your tone on air.
- Sound interested.
- Don't giggle.
- Avoid 'em' and 'ah'.
- Don't swear.



Interviews:

- Prepare questions in advance.
- Don't give your interviewee the questions, but do let him/her know generally what you will be asking about.
- Don't try to 'catch out' your interviewee as this can create bad feeling.
- Use open rather than closed questions.
 - closed questions have a yes or no answer
e.g. *Do you go to NUI, Galway?*
 - open questions require more information and begin with; 'Who', 'What', 'Where', 'When', 'Why' or 'How'
e.g. *What are you studying?*

News:

Tell them what you are going to say, say it, then tell them what you said.

- Give a news summary at the beginning and end of the show.
- Use accurate and up to date news sources.
- News should be factual, not opinion or assertion.
- Do make use of local and student related content.

Entertainment:



- Know your intended audience.
- Gather lots of information about your topics.
- Balance opinion with fact, and always explain your opinions.
- Never give away the plot line of a book, film play etc.
- Be able to talk in an informed way about the music you play.

If you are unsure whether a story or track is appropriate to broadcast, check with management.

Always let the station management know **in advance** if you cannot make your show. Depending on the type of show you do it can be a good idea to record at least one generic back-up show, not mentioning dates etc. that can be played in such emergencies.

Enjoy your time on air, and don't hesitate to talk to management about any or ideas, questions or problems you may have.