

PRESENTER GUIDE

The Do's and Don'ts



DO

Do - Observe the Code of Conduct regarding presentation.

Do - Give yourself time to think about what you are going to say before you say it.

Do - Think ahead, go into the studio prepared, when the track is playing, it's thinking time, not chatting time. Practice what you are going to say. Read printed material, before going on air. This will avoid the **Errr's and Mmm's**.

Do - Talk to individual and not the general audience.

Say “(Insert Name Here), You asked for...”

Not “(Insert Name Here), She asked for...”

Do - Remind the patients that they are listening to the “**Patients Postbag on Cotswold Hospital Radio**” every 20 minutes or so.

Do - Remember we are a 24 hour station so remind the Patients about the programme schedule.

Do - Keep announcements down to about 45 - 60 seconds as you may lose track – and your patients.

Do - Prepare your show taking into account the patients you are playing requests for.

Do - Should any problems arise keep an appropriate disc as a standby or raise the fader to the 24 hour computer, this should give you time to sort out any problems.

Do - Use the term MESSAGE. Try and play the promotional message after 4-5 requests. Even segway more than one message together.

Do - Speed of delivery is important. Aim at 150-180 words per minute.

Do - Learn the correct pronunciation of artists, places, names, etc. Wrong pronunciation will destroy your credibility as a presenter so unless you are 100% sure, ask someone who knows.

Do - Break long lists of names into groups – it sounds better.

Do - Respect the fact that it is a privilege if a patient listens to you – they have other options.

Do - Respect the fact that it is a privilege, not a right, to present on Cotswold Hospital Radio. The Station Manager can rescind this privilege.

Do - Remember to position the Microphone at least 4 cms away from your mouth. This will mean that the sound of your breathing will not be heard over the air

Do - Most of all.... Smile..... When your presenting, you'll be surprised how well this changes the way you sound over the radio and how uplifting it is for the patients to hear a cheery voice.

DON'T

Don't - Give the Patients full name.

Don't - Use repetitive sentence shape, raised inflection or repetition of phrases, whether in announcing or back announcing requests. Phrases such as:

“There you go...”, “Here we go...”, “OK then...”, “Right...”, “That was...”, “This is...”, “Enjoy...”, “Get well soon...”, “We didn't get as many requests as we would like”, “What's Next”, “Next Up”, “Next request is”.

Don't - Talk over the beginning and end of a patient's request.

Don't - Make an adverse comment about a patient's choice of music etc. or any music played or discussed on Cotswold Hospital Radio. Your job is to enhance the pleasure patients get from their chosen piece. We like all the music played on Cotswold Hospital Radio in particular the patients request.

Don't - Talk over the top of one another as it leads to listener confusion. Also our mono systems can't take more than one voice at a time and the Patients will just hear a lot of noise.

Don't - Make time checks.

Don't - Use the term PROMO

Don't - Mention that an artist/composer has died, do not refer to them as the “Late...” or mention the date they died.

Don't - Tell jokes, making comments or remarks. What may seem funny to you may not seem funny to the patients. Excessive breeziness and laughing at your own jokes could aggravate your patient.

Don't - Say that you hope to see the patient next week. We hope all patients are home with their loved ones by the next time you present your programme.

Don't - Move or knock the microphone after the broadcast levels have been set, try not to rustle papers, knock the table, tap your pen, cough or grunt especially when live on air.

Don't - Do not comment on the news.