

MULTIMEDIA TRAINING KIT

Trainers' notes: Radio Presentation

Developed by: AMARC

Introduction	This unit will show participants how to use their voice for radio presentation and how to prepare a cue sheet for live presentation.
Timing/duration	½ day session.
Content outline and main topics covered	<ul style="list-style-type: none">o Introduction (15 minutes)o Who are we speaking to? (15 minutes)o Elements of a good radio voice (30 minutes)o Using your voice (60 minutes)o Preparing a cue sheet (30 minutes)
Target audience	New and experienced community radio practitioners. Journalists practising without formal training.
Prerequisite skills/knowledge	None.
Unit objectives/expected outcomes	At the end of this unit participants will <ul style="list-style-type: none">o Understand the difference between reading a text and communicating with listeners.o Understand how to prepare a cue sheet for live programming.
Pre-workshop activities	None.
Notes on using exercises	Trainers should prepare a series of press articles, approximately 4 of around 500 words and 8 of around 150 words. These should be enlarged and photocopied. It can be helpful to use a recorder and microphone when doing the exercises. This gives a “live” radio feeling to the exercises. It can also help trainees understand what they really sound like, from a third person perspective.
Resources included with unit	<ul style="list-style-type: none">o Trainers' notes.o Handout.o List of additional resources.o Exercises.o Glossary.o Pre-workshop skills evaluation.o Post-workshop skills evaluation.o Materials evaluation form.o Workshop evaluation form.o Copyright statement.

Additional trainer resources	-
Equipment needed	Recording and playback equipment (microphone, reel tape, tape, minidisc etc.)
Comments	Each section of the training session (rhythm, pronunciation, emotion etc.) should be accompanied by examples from the trainer.

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Handout: Radio Presentation

Developed by: AMARC

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About this document

These materials are part of the Multimedia Training Kit (MMTK). The MMTK provides an integrated set of multimedia training materials and resources to support community media, community multimedia centres, telecentres, and other initiatives using information and communications technologies (ICTs) to empower communities and support development work.

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Introduction

A fundamental principle in radio presentation is the harmonious blend of sound elements with your voice.

Whichever radio format you are presenting, it is important to remember:

Voice is the best tool that radio has to keep its listeners tuned in.

Who are we speaking to?

Knowledge of one's listeners is crucial. It allows you to understand the tone to use when speaking to them and to know which topics will interest them. Knowing your audience facilitates contact and determines the kind of relationship that you can develop with the listeners.

The station may have done an audience survey in the past. It is recommended reading to gain a proper understanding of your audience.

Elements of a good radio voice

Rhythm

To master one's rhythm is to speak at a proper speed, taking time for pauses and to catch one's breath.

Proper rhythm allows you to read a long paper in a consistent fashion, with no difference in speed between beginning and end. Proper rhythm will prevent you from losing your breath before you have finished reading a story.

Tips

- o If you often feel out of breath while reading a text, review your phrases to make sure they aren't too long.
- o If you find it difficult to find a proper rhythm, imagine you are talking to a friend and start from there.

Pronunciation

For listeners to understand you fully, good pronunciation is essential. Words must be pronounced fully and properly.

Do not cut words short. Radio pronunciation is not informal speaking - all words must be pronounced fully.

Proper pronunciation means proper articulation. Pay attention to how you articulate when you speak.

Using your voice

Since there are no images in radio, voice is the main instrument used to convey emotion. Speakers must learn to convey the emotions of the text with their voice. An obituary is certainly not read using the same tone as the coverage of an anniversary.

Use the proper tone at the proper moment. Try and make your voice musical by using inflection.

Emotion

Voice conveys emotion. Listen to a friend over the phone. You can normally tell how the person is feeling - good or bad.

Listeners should be able to perceive the emotions of the text through your voice.

Apart from having a pleasant voice, you must learn to make it express emotion.

Fluctuation

When reading for radio, your voice must fluctuate. There are moments when one's tone must be higher and other moments when it should be lower. Certain words deserve more emphasis than others. For instance, the beginning and ending of a news story will not be read with the same intensity as the middle of the story.

Breathing

Breathing is the spoken word equivalent of punctuation.

Short breaths, for instance, represent commas.

Longer and deeper breaths should serve as periods or full stops. They serve to mark the end of a phrase or the end of an idea.

When scripting for radio, it is always useful to mark longer pauses in your text. You can use a slash (/) symbol.

Silence

When speaking, avoid silence. Your listeners may not understand what is happening and may choose to change the station.

Do not panic if you stumble on a word, just breathe, re-read the word and keep on going as if nothing had happened.

Always be ready in case the next planned audio is not available because, for instance, the technician has made a mistake.

Preparing a cue sheet

When doing live programs, it is always a good habit to prepare a cue sheet for you and the technician.

It allows both the technician and the presenter to feel comfortable and confident as you both know exactly what will happen next.

Here is a sample cue sheet for a news program:

Radio Mountainous Region On-Air Cue Sheet						
Title:						
Date:				Time:		
Seq.	Element / Event	Source		Media	Length	Cues
		Cabin	Studio			
1	Start single	X		CD	30"	
2	Title music Titles	X	X	CD & Mic	45"	
3	Lead War in Iraq		X	Mic	10"	
4	Story War in Iraq	X		Minidisk	1'30"	End: "a final decision has not been taken"
5	Jingle	X		CD	15"	

Seq.

Represents the sequence of events. Every event requiring intervention from the technician is noted here.

Element / Event

Name of the event. This should preferably correspond directly to the titles on the media itself.

Source

This allows the cabin and studio to clearly see which parts of the cue sheet apply to them.

Media

Which media is the item on? This helps the technician plan which equipment s/he will be using.

Length

Length of each item. This is simplified and includes fade-ins and fade-outs.

Cue

These are the last words of a story. The technician will use this to know when to switch over to another source on his console.

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Exercises: Radio Presentation

Developed by: AMARC

Exercise 1

Objectives

- o Practise rhythm and pronunciation.
- o Learning to use the voice.

Instructions

Participants form groups of 3 or 4 people.

Each participant will read two of the shorter texts. The readings should be recorded. After each text, the other participants should comment on the recording, using the following criteria:

- o Rhythm.
- o Pronunciation.
- o Emotion.
- o Fluctuation.
- o Breathing.
- o Silence.

Each participant should take note of the comments made by other participants.

After review, the readings should be played back so the participant can compare notes with the recording.

The exercise should be performed twice by each participant for a total of 4 texts each.

Exercise 2

Objectives

- o As above.

Instructions

The same exercise should be done, this time using the longer texts. Only one text per participant should be read.

Exercise 3

Objectives

- o Preparing cue sheets for presentation.
- o Learning to use voice, rhythm and punctuation.

Instructions

Participants should form groups of 3 or 4 people.

Participants should choose texts and prepare a cue sheet for a full program. This program should have the following outline:

- o Introduction to a news program.
- o 6 small texts read by 4 alternating voices.
- o Conclusion for the news program.
- o Intro to a news and analysis program.
- o Short intro to a paper.
- o 1 long text read as the paper.
- o Short intro to a paper.
- o 1 long text read as the paper.

This program should be recorded if possible. Participants should then listen to the program and comment. If time permits, the program should be played back for the whole class and commented upon.

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Pre-workshop skills assessment: Radio Presentation

Developed by: AMARC

1. Do you have any experience in presenting radio programmes?

Yes
No
Very little

If Yes,

a. Do you feel that you know how to make the most effective use of your voice?

Yes
No
Sometimes

b. Do you have a method for organizing the programs that you present on the radio?

Yes
No
Sometimes

2. When you listen to a recorded voice, whether yours or someone else's, are you able to suggest improvements?

Yes
No
Not sure

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Post-workshop skills assessment: Radio Presentation

Developed by: AMARC

1. Have you acquired a certain degree of comfort and do you feel that your radio voice has improved?

Yes
No
Somewhat

2. Do you understand which aspects of your radio voice still need improvement?

Yes
No
Somewhat

3. When you listen to a recorded voice, whether your own or someone else's, do you now feel in a better position to comment on the voice?

Yes
No
Somewhat

4. Do you feel the proposed method for organizing program presentation will be useful in your job?

Yes
No
Somewhat

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Glossary: Radio Presentation

Developed by: AMARC

CUE SHEET	Ordered list of events for a radio program.
FLUCTUATION	Changes in tone of voice when one speaks for radio.
RHYTHM	Speed and regularity at which one speaks for radio.

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Additional resources: Radio Presentation

Developed by: AMARC

Cohler, David Keith. 1993. *Broadcast journalism: A guide for the presentation of radio and television news*. 2nd Edition. Boston: Allyn & Bacon.

Crook, Tim. 2002. *Radio Presentation*. Burlington: Focal Press.

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Workshop evaluation: Radio Presentation

Presented by: Organization/trainer

Thank you for attending this workshop. Please fill in the evaluation form below – your feedback will help us improve our future training programmes.

1. Your name and e-mail address (optional) _____

2. Were the workshop aims made clear to you in advance (e.g. through the invitation)?

Not clear
Somewhat clear
Very clear

3. How useful did you find the workshop overall?

Not useful
Somewhat useful
Very useful

4. How satisfied were you with the trainer?

Not satisfied
Somewhat satisfied
Very satisfied

5. How satisfied were you with the handouts?

Not satisfied
Somewhat satisfied
Very satisfied

6. How did you find the pace of the workshop?

Too slow
About right
Too fast

7. How did you find the length of the workshop?

Too short
About right
Too long

8. How satisfied were you with the organization of the workshop?

Not satisfied
Somewhat satisfied
Very satisfied

9. Please use this space for any other comments and suggestions for improvement

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Materials evaluation form: Radio Presentation

Developed by: AMARC

We welcome feedback from trainers who have used these materials. By answering the following questions you can help us to improve and expand the MMTK set of resources. Please note that all questions are optional!

Please return your completed questionnaire by e-mail to AATohill@apc.org

1. Name _____

2. E-mail address _____

3. Organization _____

4. How useful did you find the materials in this unit?

Very useful ___

Useful ___

Not useful ___

5. Did you use the materials "as is" with your students, or adapt them?

Used "as is" ___

Adapted ___

6. If you have any suggestions for how the MMTK team could improve this unit, please tell us about them.

7. Other comments

THANK YOU!

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Copyright statement: Radio Presentation

Unit developed by: AMARC

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