



Presenter's Tool Kit

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The role of a radio presenter is to make people listen, keep people listening and for longer, and again!. We have compiled these simple guidelines / rules that will help you achieve this and become the best possible radio presenter.

Firstly, the non-negotiables

- Unless approved, all shows must be recorded at least **24 hours** in advance of its scheduled broadcast time.
- Swearing, profanity and the use of blasphemy of any kind is not permitted. A full list of all prohibited language can be found here.

[OFCOM OFFENSIVE LANGUAGE GUIDE](#)

Talk to just one person

Radio is an intimate medium and is best when aimed at an individual. So, avoid using phrases such as 'Hello everyone/everybody' or 'all you listeners out there', this breaks the bond between presenter and listener. Instead use words such as you / we.

Get your facts right!

We need to be factually right, so don't guess it or blag it. Information such as dates and names should be researched in advance. Here are some trusted websites where important information can be found, and never trust everything you read on Wikipedia.

- [**castalbums.org**](http://castalbums.org)
- [**mtishows.com/shows**](http://mtishows.com/shows)
- [**stageagent.com**](http://stageagent.com)

Be authentic

Authenticity is important to listeners, stay true to who you are. The people who make the best presenters are those who are the same on air as they are in real life. Don't use words, phrases or jargon that you wouldn't use generally, and never laugh unless you mean it.

Avoid DJ-isms and cliché pop pickers!

And cheesy phrases such as 'Blast from the past', 'Rockin' the airwaves' or 'Let's go old skool'. If you wouldn't say it in real life, then don't say it on the radio. Don't start your show with 'Hello' from Book of Mormon or ending it with 'So Long, Farewell' from The Sound of Music.

Location, location, location

We want the listener to believe that you are recording from a central studio location. Don't give any clues away to your recording location. Avoid comments such as 'I was dancing around my bedroom to that one....' or "the cat's just walked in" etc.

Always be positive

Avoid any negative link content such as focussing on any bad news or weather, and political, financial or other world issues and avoid phrases or comments that start with negative connotations such as unfortunately, sadly or regrettably (unless you're talking about the passing of a certain person or the closure of a show, theatre or venue)

Don't be controversial

Don't be prejudiced, offensive or over opinionated. Your behaviour as a presenter doesn't just affect you; you're representing the entire station. Just be happy and polite, make the listener feel welcome.

Using sweepers & jingles

- Sweepers should **only** be played in-between songs.
- Sweepers should **never** be played directly before a voice link.
- **Never** use other presenter's sweepers in your show.
- Only play other presenter show promos, **never** your own.
- A full song **should** be the last item in any hour and before the top of the hour (TOTH).
- Only songs **must** follow the top of the hour (TOTH) or news outro.

Voice links

- There are generally between 5 and 7 links per hour.
- Never talk into the top of the hour.
- Your final link at the end of the hour must lead into the last song.
- Ideally, the first and last voice links of each hour should be approx. 60 seconds.

Plan your links

Know your running order before you start and plan your links. There is no set time for a link, it could be just 30 seconds, or it might be a full 3 mins just think about;

- **How are you going to start each link?**
- **What is the actual link content / message?**
- **How are you going to end the link?**
- **Be relevant and keep it simple.**
- **Avoid waffling / rambling, use only the words required.**

NEVER READ YOUR LINKS

Never read directly from a page or a website, it sounds both unnatural and insincere. Instead, either pre-read it, make notes or remember it and then paraphrase it or make bullet points that can be strung together with some creative "freestyling". Reading chunks of text will make you sound robotic!

Be natural

We want you to sound as natural as possible, so if record a link and make a small mistake or stumble on a word, just leave it in. However, you make a bigger mistake, totally fluff your lines or get something factually wrong, then you should record the link again.

Review your links

Always listen back to your recorded links, if you find it too long or boring, then so will the listener. You want to tease them with a 'hook', give them a good reason to stay with you for the next 30 minutes.

PET PEEVES

These are just a few of ours, please try to avoid them.

It's not local....

It's always good to remember that you are broadcasting to a large national audience so avoid being too local. Not everyone is going to be interested in what's going on in your local area / theatre.

Don't make it too personal

Listeners will absolutely be interested if you've seen or reviewed a certain show or been professionally involved with it in some way. However very few people will care about your niece's dance recital, or whether the next song is from your Mum's favourite show or news of a friend's upcoming audition for the next amateur production.

"A little bit of..."

Apart for the music promos, we never play '**a little bit of**' anything, we play whole tracks, so, avoid saying things like "...and now here's **a little bit** of Annie" or coming up we've got **a little bit** of Lion King"

Overuse of words

Be mindful of not repeating and overusing words such as, amazing, iconic, classic, legendary and especially '**My Favourite**' Listeners aren't usually bothered what your favourite songs are as long as you are playing theirs.

Avoid long lists, stick to the 'Rule of 3'

Keep to the rule of three when reading lists, especially when talking about 'songs coming up.....' or newly announced cast lists, theatres or upcoming venues for touring shows. Research has proven that people simply don't remember lists of more than 3 things. You can always add 'plus many more' or 'just to name a few' or 'check out their website for all the other venues' etc.



Review songs into or out of music promos

Unfortunately, there is no way of scheduling music promos to avoid any song clash, so to ensure a song featured in one of the music promos is played directly before or after it, just check the promos in your show.

Use Celeb Plugs before a particular song

A really nice way of presenting certain songs is to proceed them with one of the many 'Celebrity Plugs' that we have on the system. It sounds professional if you hear '**Hi, I'm Kerry Ellis...**'. and then you play a song performed by her or from a show she's been in.

Back link songs to talk about featured competitions

Don't miss the opportunity to talk about and promote a competition prize, especially when you've just played a song from one of the shows that we're giving tickets away for.

BACK TIMING EACH HOUR

This may sound daunting, but it doesn't need to be. Follow these simple steps to ensure each playlist hour reaches the magic 60-minute mark.

- In each hour make sure you have a block of 3 songs ensuring that they are separated by 2 sweepers.
- When recording the link directly before or after these 3 songs. **NEVER** mention the middle song, this way you can use this track as the '**SWING SONG**'.

If you end up either under or over time, you can simply delete the '**swing song**' and swap it for another from the library that matches the exact time you need....and bingo, no one will ever know!