

## GOOD RADIO PRESENTATION



### Don't Put Your Foot In Your Mouth

In principle, radio presenting seems relatively simple. All you have to do is talk so how difficult can it be?! Well there is a lot more to it than initially meets the eye and far more to it than most listeners really appreciate. The ultimate challenge for all radio presenters is to make more people listen to you for longer. You will not achieve this if you talk about the first thing that you think of with no prior preparation or planning.

Engaging, relatable content that will impact with your listeners and have them texting and calling your show doesn't just happen. You need to work at it.

Presenters may sound like they are talking about the first thing that comes to mind and maybe some do, but the best don't! A good analogy is to think of a comedian stepping on stage with no jokes and stories planned, expecting to engage and make the audience laugh with whatever content springs to mind. Chances are it will not happen for them ...or for you.



**FROM THE OFFICE DESK:** "Firstly a great Job on the newsletter. Just wanted to put a couple of cents in for inclusion. Office Hours and days Monday and Wednesday 9am - 2pm. If anyone would like me to answer phones during the office hours that their show falls in, I would be happy to answer them I'm also happy to show presenters how to transfer a call through to the office if they would like to learn. I am enjoying my office job and have been kept very busy doing all sorts of Administration duties and liaison with the public and presenters." Bev. *AND thank you Bev for your skill, your dedication and your friendly smile, it is appreciated by all! [Ed.]*

**31% OF LISTENERS NOW LISTEN TO COMMUNITY RADIO.** (*Survey results as at 2 September 2021*) A McNair/CBAA survey unveiled its latest listener numbers showing 31% of all radio listeners tune into community radio. The survey also revealed that 93%, or 4,697, 000 of these listeners highly valued the services they received from community radio. The group used telephone and online surveys of a representative sample of 16,000 Australians over the age of 15 across all Australian states and territories. When asked why listeners tune in to community radio stations, the top reasons are: 49% listen for local information and/or news. 38% like to hear music that is not available on other stations and 34% like their local personalities / voices.

**FEEDBACK from Rod Worthing:** "While I was answering the phones for the Radiothon, I asked the question to the donors what was their favourite music? It was heartening to see it was basically what our survey had shown, there were some who leave their radio tuned to 2way permanently! One bloke from Collombatti has built himself a giant aerial just so he can tune into 2way. He said we are the best!" Thanks Rod, we're on the right track!

**KIDS' CORNER:** Since our radiothon I have incorporated Kids Corner into my Thursday 10.30 am to 12 noon programmes at 11.15. I play a children's song, tell a story then end with another kid's song. This has proven popular with both children and older listeners, so I'll be continuing it. If any presenters have kids CDs they would be willing to lend me sometime that would be great. Cheers Robin van Loggerenberg. *Well Done Robin [Ed.]*

**REMINDER:** If you know someone who could benefit from 2WAY FM sponsorship please advise.

**BUY, SWAP, SELL:** Introducing a new service for you. If you'd like to advertise anything station or program relevant for sale you might have (CDs, reference books, etc) that other presenters might be able to use in their programming let me know by sending a brief outline, a pic if avail and your price/contact details.

**FOR SALE:** Joel Whitburn Presents (330 Pages) BILLBOARD #No1s - 1950-1991 \$5 Ph: Dave 0400 636 363 **FOR SALE:** BILLBOARD Top 40 Hits (570 Pages) 1955-1985. Introduction by Casey Kasem \$5 Ph: Dave 0400 636 363

### 'Presenter Profile'



*The TIMELORD On-Air*

**Steve Shields** – Steve started at 2WAYFM in 1994 presenting 60s music as the 'Timelord' with Richo and Mike Rheinberger. Richo actually gave Steve his nickname. His favourite era? Anything sixties including the Beatles & Stones, but he sneaks some Marty Robbins in there as well! Steve has served on many station committees. He was the Court Registrar/Coroner at Port Macquarie most of his working life and is active in the Scouting Movement, Rugby clubs and kids sporting groups.

Steve has travelled the world as a tour escort/guide visiting 62 countries and is now comfortably retired. He's on the current management team. Why the 60s music? "It's Timeless" Steve says! Nuff said. Catch the Timelord with his program TIMEWARP Thursdays between 6-8pm and get ready to rock!