

Presenting Skills for Radio and Podcast



Course outline

Course Tutor:

Fiona MacDonald

DURATION: Two Zoom sessions over 3½ hours

Course Content:

Learning how to use your voice effectively is an increasingly relevant skill for journalists. Yet, our experience of online interaction in the last few years has illustrated how difficult it can be to keep people engaged for any length of time. With the growth of opportunities for journalists to communicate on YouTube video clips, newspaper websites, and podcasts, presenting skills have never been more important. On screen statistics show that what you say is much less important than how you come across. When you have only your own voice at your disposal, 2 - 3 seconds is about all you have before it's gone into a listener's ear and out the other.

This course aims to:

- Improve confidence when it comes to using the spoken word.
- Use different exercises to listen back critically to how a person is coming across.
- Introduce tricks used in radio/podcasts to grab the listener's attention.
- Help participants to become as authoritative as possible without resorting to talking loudly or being pushy.
- Encourage those taking part to see the importance of good presentation in what they want to get across.
- By the end of the day, have each person able to present themselves - in whichever medium they choose - in a more focused and professional way.