



Radio announcer

How to prepare to be radio announcer

- Think about your audience and use appropriate language.
- Write as you speak. You don't have to use formal language.
- Keep reading your scripts out loud to check how they sound.
- Avoid repeating the same word too often.
- Write any words which are tricky to pronounce phonetically.

Analyze as many programmed as you can. It might help you to answer these questions

- How long was the programmed?
- Were there headlines?
- Did it contain music? Remember, in order to use music in your news you have to compose it yourself or obtain permission for it's use. Breaking copyright law is a form of stealing (as a professional).
- How many stories did the programmed contain?
- How long were each of the reports?
- What was the language like?
- Which sound and video clips were used?
- Did you find it interesting?

3Cs

- Clear
- Correct
- Concise

- Harnessing the emotive power of voice is one of the most effective ways to convey a message. The sound of the human voice always carries intent and meaning with it.
- Accents possess a special appeal to listeners. In fact, it has been found that “people are drawn to certain accents because of the cultural associations we have with them” (learn voice inflection)

Target of Marketing

- Youth
- News
- Adult
- Religious
- Sport

Radio announcer technique

- Ad Libitum (free rhythm and expression) :
The announcer talk in a comfortable way which make the reader feel enjoy
- Script Reading

Segment in radio programmed

- Topical News
- Giving tips
- Q & A
- Guest
- Fact
- Story
- Review song, event, book, etc.
- Spotlight (feature an artist, album, movie, show etc.



Thank You