

Radio Voice



What is a 'radio voice'?

Many people think that there is such thing as a radio voice and most often believe that their own voice isn't one. Here at East Leeds FM, we think that a radio voice is your voice with a bit more to it.

That little bit more may be:

- **Enthusiasm** – Speaking with a smile makes a huge difference
- **Clarity** – Be clear, avoid muttering and mumbling
- **Variety of tone**
- **Pace** – not too fast and not too slow!

Radio links

Links are the bits of speech delivered by the presenter(s) that provide narrative for the show and take the listener on a journey so that they know what's happening.

There are some terms that you'll need to be familiar with:

- **Introductory link (also known as an intro)** – This is at the start of the show. It lets the listener know what they are listening to and briefly know what's happening across the programme
- **Back link** – This is where the presenter(s) say what has just happened in the show. It is not always necessary but is a good way to let new listeners know what is happening
- **Outro** - This is the closing link of the show. It's where you say thank you to listeners, guests and others involved. You should give information out about the programme immediately afterwards and when you will be next on air if you can

Have A Go!

- Have a go at writing and performing your own intro. You can write a full script or use bullet points
- Your intro should welcome people to your show and the station it is airing on. Also tell them who you are, what the show is about, what's coming up across the show and what is happening next

Example

"Hello and welcome to StoryCroft on East Leeds FM, the show that explores the lives of people from the local area. On today's show we have life-long resident Sam Seacroft who will also be sharing a selection of his favourite songs. First up is Video killed the radio star..."

- StoryCroft/East Leeds FM
- Explore local people
- Life-long resident
- Video killed the radio star