

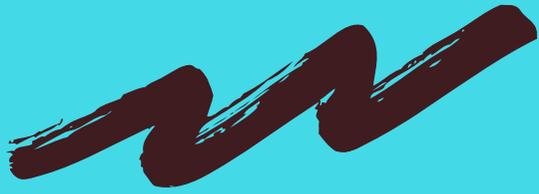


# BEST PRACTICE BROADCASTING

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# WHO ARE WE?



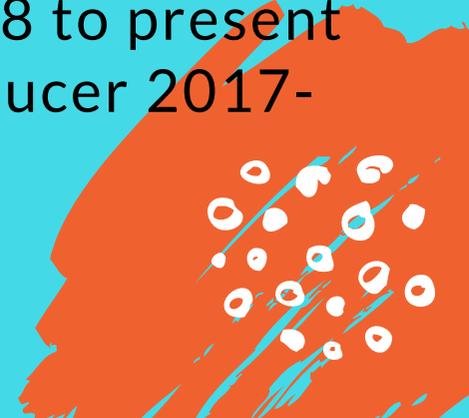
## Lindsey Green

- SYN volunteer June 2014 - August 2016
- Content Development Coordinator August 2016 - present
- JOY presenter July 2017 - present



## Aimee Craig

- SYN volunteer 2014-2017
- Internal Training 2017- to present Coordinator
- RTI graduate July 2017- November 2017
- 3AW internship 2018 to present
- Triple M Casual producer 2017- to present
- JOY presenter



# WHO ARE YOU?

**HOW TO BE THE  
BEST  
BROADCASTER  
YOU CAN BE**



**ROLE PLAY:**

**WHAT'S WRONG  
WITH THIS TALK  
BREAK?**





# BEST PRACTICE BROADCASTING

## The essentials

### **ID's**

- Station: SYN 90.7 or SYN Nation NOT 90.7fm, NOT SYN Radio, NOT SYN FM
- Show: The Hoist, SYN's flagship Australian music show
- Presenters: with Lindsey and Aimee

### **What is the show about**

- The Hoist is SYN's place for homegrown Aussie music where we give Australian music a lift from 6-8pm Monday to Thursday every week

### **Back & front announcing**

- Woow what an absolute desk kicker of a song! That was Sound of Silence by Dami Im and before that we heard Words by Kate Miller Heidke. Kate Miller Heidke has a new album out right now called O Vertigo! Check it out...

### **Time & WELCOME BACK**



# ROLE PLAY: GOOD VERSION





# BEST PRACTICE BROADCASTING

## The essentials

### During a segment

- Signposting show throughout a talk break or interview:
- “If you’ve just joined us you’re on The Hoist and we’re chatting to Susie Sue from the band The Susans whose album ‘Whose Sue Is It Anyway?’ came out today. Susie, tell me a bit about recording your album in California. How did that happen?”

### Social media & textline

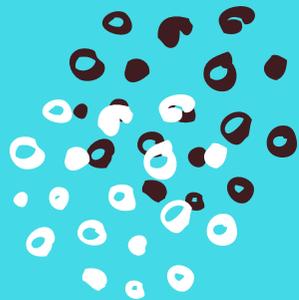
- You can keep in touch with us via Facebook by searching "The Hoist" or facebook dot com forward slash the hoist

### Podcast (if any)

### "Off air..."

- Try to avoid talking about things you did off air as it alienates the listener

### Referencing previous segments



A hand holding a microphone with a cluster of small circles below it.

# BEST PRACTICE BROADCASTING

## Co-host rapport

- Hand signals (whirlies)
- Eye contact
- Keep an eye on the clock - be aware of how long you've spoken for and how long you want your segment to go for
- Stick to your runsheet but also be prepared to go off script
- Keep your conversations & talk breaks short and sharp (with the exception of interviews)
- Less is more: if you have nothing left to say, go to a song
- You're better off cutting a segment shorter than you planned it than dragging it on
- Consider your audience at all times (people are **always** listening)
- Imagine you're listening to the show: would you like to hear people waffling or ummming and ahhhhing or talking about inside jokes?



**"TALK AS IF ALL OF  
MELBOURNE IS  
LISTENING"**

*BELLE JACKSON, SYN CAMP 2018*

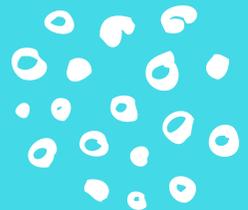
# BEST PRACTICE BROADCASTING

## Interviews: A Good Presenter

- Comes prepared with scripts, research and running sheets
- Comes to the studio with plenty of time to settle in before broadcast
- Announces their IDs on a regular basis
- Provides the listener with context
- Confident and speaks clearly
- Makes the listener feel included
- Makes mistakes but doesn't faze them too much.

## Interviews: A Good Presenter

- Shows up to the studio late, unprepared and with no research.
- Mumbles their words and can speak too fast.
- Self-deprecating and makes in jokes the listener won't understand
- Presents content that doesn't have context, making the listener feel excluded.
- Makes mistakes and constantly brings it up throughout the show
- Forgets to do their IDs



# BEST PRACTICE BROADCASTING

## Interviews: Preparation

- Go into your interview with an angle
- People are being interviewed for a reason and it's not to banter with you
- Do you want to ask about their album/film/song/article?

## Interviews: Research

- Doing your research is SO important when conducting any interview – but where do I find info?!
- Check for their public social medias (they have heaps of info about their upcoming projects and any important dates that need mentioning)
- Search for their Bandcamps and triple J unearthed pages
- Google them and see if they've done other interviews and what was asked
- Most importantly ask questions you think your audience would want to know the answer to
- Ask questions you think they haven't been asked before. This is probably not "what can we expect from..."



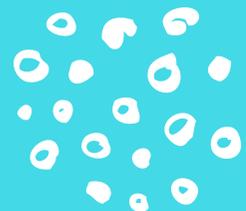
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## During the interview

- When interviewing in person:
- Be mindful of your body language, crossed legs or arms is what you want to avoid!
- Be open
- Maintain eye contact with your guest and camera (if applicable)
- Don't talk over each other
- Listen to the interviewee and let them talk

## REMEMBER

- It's your responsibility to make the interview a positive experience for your interviewee
- You're representing SYN



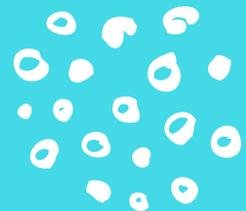
# BEST PRACTICE BROADCASTING

## EXMAMPLE

### **Get Cereal, Monday January 29**

Caitlyn McMahon, Sarah Thomas, Joshua Houston interview Emmy Carr, a digital data expert

- This could easily be a very boring interview (because data)
- It was a great interview because:
  - Everyone had a turn to ask questions
  - The interviewee had time to speak without being spoken over
  - The interviewers asked questions to make it relevant to young people





# QUESTIONS?

Contact Lindsey at [content@syn.org.au](mailto:content@syn.org.au) OR  
Aimee at [radio.trainer@syn.org.au](mailto:radio.trainer@syn.org.au)

Send us work you want feedback on

Listen back to your own work

Ask a friend or family member to listen who you know will give  
you honest feedback

