**3.1**

**Presenter in the Radio and Music Production Industry**

**Qualifications Needed**

What does a radio presenter do?

Radio Presenters are the voice of a station or programme, whether they work in speech-based or music Radio. They create the tone and style of radio output and establish a relationship with listeners. They may work for the BBC, commercial or community radio, on local or national stations, or for independent production companies.

Most presenters are self-employed, working on fixed term contracts. Although the greatest concentration of jobs is found in London and the South East of England, Radio Presenters work throughout the UK. Working hours are varied and may involve early mornings, late nights and overnights, as well as working weekends or holidays. In some roles Presenters are expected to travel to work on location, both within the UK and abroad.

Skills:

To do this role, you will need:

* excellent communication and presentation skills
* the ability to improvise when necessary
* research and interviewing skills
* calmness under pressure
* a good memory, for recalling scripts and facts
* the ability to work on more than one task at a time

Will I need a qualification?

You do not need to have a degree to be a Radio Presenter. Employers will want you to have hands-on experience and to have developed technical and presentation skills, along with a distinctive personal style.

If you do have a degree, employers won't necessarily expect it to be in a media-related subject. They may even prefer you to have a degree in another discipline, especially if followed by a postgraduate qualification in radio production.

There are no set requirements. Competition for jobs is strong though so you will need determination, persistence and the ability to network and promote yourself.

Some presenters move into TV from other areas of the media like journalism or media research.

You may need a degree or detailed knowledge if you want to work as a presenter for specialist programmes like science, history or property development.

You could gain presenting experience through:

* [community](http://www.commedia.org.uk/get-involved/), [hospital](http://www.hbauk.com/), [commercial](http://www.radiocentre.org/) or student radio
* work placements

Broadcasters like the [BBC](http://www.bbc.co.uk/careers/work-experience/), [ITV](http://www.itvjobs.com/working-here/) and [Channel 4](http://4talent.channel4.com/about-us) offer work experience placements, insight and talent days which can give you a better understanding of the industry.

Drama school, acting lessons and short courses in presenting can be helpful for learning some of the skills you’ll need.

You could start working in TV in another role like runner to gain experience and build up your network of contacts. Some broadcasters hold competitions to find new presenters.

You’ll usually need a showreel featuring clips of yourself on camera to show to broadcasters, producers and agents that you may want to work with.

eg. Middlesex University London

To become a radio presenter, you could do a course that trains you to be a professional radio presenter in the future.

I think the personal qualities a person should need for this course is to get three GCSE grades including English & Maths. You need to stay focused on the important information the manager of the radio station has given you, and you have to be well prepared and ready to speak to the people who are listening.

Seb Sandford