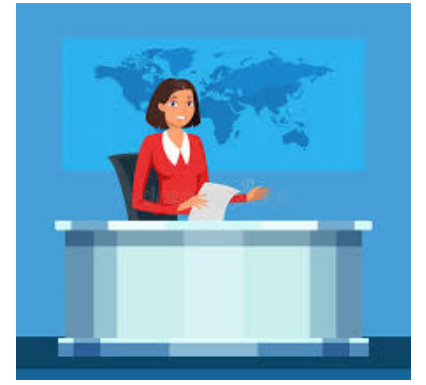




Broadcast Presenter

- entertaining and informing an audience by presenting information or entertainment in an accessible and attractive way across television, radio and online



<https://www.bbc.co.uk/bitesize/articles/zvk3hbk>

Entry requirements:

You don't need a degree to become a broadcast presenter as employers tend to look more for experience and practical skills.

However, some degree, HND and foundation degree subjects may be useful and could provide you with relevant knowledge that can be used in the job. These include:

- broadcast, radio, television or media production
- drama or performing arts
- journalism
- media or communications studies.

Certain courses have been assessed by the radio and television industries and are approved by ScreenSkills, the industry skills body. Details of courses can be found at [ScreenSkills - Education & training](#).

A degree relevant to the area that you wish to work in, such as politics or economics, may also be helpful.

Skills required:

You will need:

- excellent communication and presentation skills
- performance skills and a clear voice
- the ability to generate original ideas
- a personable and confident manner
- a broad range of interests, including current affairs
- good research and interviewing skills
- the confidence and the ability to sell yourself
- an awareness of media law
- the ability to take initiative and make quick decisions under pressure
- teamworking skills
- creativity and problem-solving skills.

What you will earn:

Salaries vary enormously, depending on whether you're working full time for a channel/radio station or working freelance on an ad-hoc or short-term contract basis.

Advice on current pay guidelines may be available from the [Broadcasting Entertainment Cinematograph and Theatre Union \(BECTU\)](#) and [Equity](#).

Most presenters work freelance and payments are normally calculated per show or on short, fixed-term contracts to deliver a certain number of programmes.

What you will do:

- research topics and background information for items to be featured on the programme
- plan and rehearse shows
- write and sometimes memorise scripts
- liaise with other members of the production and technical teams
- introduce and host programmes
- interview guests in the studio, by telephone or on location
- play music
- read short news, traffic, sport or weather reports
- provide links between programmes
- read from a script or autocue, or improvise
- in radio, 'drive' the desk and operate some of the technical equipment for recording and playback, using computers to cue up and play music and jingles
- keep the programme running to schedule, responding positively and quickly to problems or changes and improvising where necessary
- in television, keep in contact with the director and production team in the studio gallery, via ear-piece link
- meet with the production crew to assess or review a broadcast, and to plan the next one.

Working hours and environment:

You will work much longer than the actual broadcast hours and work is rarely, if ever, 9am to 5pm. Pre-show preparation, such as meetings with the producer, researching, writing scripts, rehearsing and post-show review, which includes discussing the broadcast with the producer and beginning advance planning for the next show, all add to the working day.

Hours may be long and unsocial, involving early mornings, evenings or weekends, although this depends on the timing of the programme and whether it's live or pre-recorded.

Career path and progression:

Broadcast presenting is an unpredictable profession and career development may be more about achieving your personal ambitions than following a set progression route.

Many presenters begin in local radio or in minor roles on television. Good starting points are also found through opportunities in hospital, community and university radio stations. Others start out in print journalism, taking radio opportunities and then television opportunities, as and when they occur.

It's likely you'll aim to develop your career by moving to more prestigious programmes, more mainstream time slots or by being the support presenter to the lead role. Eventually making a move to national or international radio or television.

Having a proactive agent will help, as will utilising any practical support - such as what [ScreenSkills](#) offers - which will guide you in furthering your career through training and professional development.

See link at the top of the page to find out how Jaguar became a DJ and presenter.