

## REASONS TO DO YOUR PROGRAMMES 'LIVE'

1. You get a very different feel when you are doing your programme 'live'. It is much more exciting and unpredictable. Even the best planned programmes can go wrong when you add an uncontrollable element, on the other hand they can be amazingly satisfying and you get a real adrenalin rush if it all works out well.

## REASONS NOT TO DO YOUR PROGRAMME 'LIVE'

SEE 1).

As you will see for every good reason to do the programme live, there is a counter-argument for recording. I could do a list of 'on the one hand' .....however.....

Good reasons to go 'live':

2. It's much less work than a pre-record – although your research and 'fixing' has to be very thorough so you get no nasty surprises on air. 'Now Mr So and So – you were invited on to the programme because you have recently set up a sweet shop in the High Street. ' – 'No I haven't'. – can be a bit of a stumbling block!
3. If you are having a discussion programme your interviewees may be a little 'sharper' if they know they have to get it right first time – there's no stopping and starting again. On the other hand – unless they are carefully selected, they may dry up and you are left with gaps to fill....(it always pays to have a few notes or messages to hand on bits of paper in case you do suddenly have to fill a gap ---- have some music lined up too – just in case....) You will need to get a good rapport with your engineer (unless you are going to operate the desk and microphones yourself – which if perfectly possible).
4. It's fun to fly by the seat of your pants at times – we should all do it at least once in our life!! Half the fun with radio is that it is very immediate. Once it's done it's done....sometimes with recorded programmes you can fiddle and fiddle and you end up losing the spark.

There are a few basic things to think about for any programme -----

1. Make sure your programme is suitable to the time of day it is broadcast – that you work out WHO you are broadcasting to and try to assess WHAT they want to listen to.
2. Do your research well. What research do you need, how are you going to do it...will someone help you???
3. Make a list of EVERYTHING you need - music, script (if you have one), telephone numbers, names, titles, guests....once you are 'on air' there's no stopping to pop out and collect something!!
4. You may decide to use some recorded pieces (inserts) within a live programme. Make sure you know how long they are, how they start and how

they finish, and what they contain. You will also need to liaise with your engineers about what your cue to play them is, and make sure that they (and you ) know where they physically are!

5. If you are doing a music show – do you know how many records you will need to fill the time allotted? How much are you going to talk, are you going to take phone calls, do you and the engineers know the procedure for getting a phone call on air.....If you are having competitions how will you make it work and where do you get prizes from (and how do you deliver them...) How much are you going to work alone, and how much will you need 'helpers' ....
6. If you 'live' programme is going to be repeated you need to make sure it is recorded as it is broadcast.... check who is going to do this and how. Who will edit it if needed before it is next broadcast (it may need to be 'topped and tailed' .... the top and bottom may need to have times, dates etc changed...i.e Welcome to Wednesday evening's edition...doesn't sit too well on Friday morning ---think about what you want to say the first time round...)
7. Most of the bright ideas you come up with for outside broadcasts or live music will need to be checked out with an engineer.....everything is possible – it just needs planning.
8. In the event of an unfortunate happening work out with colleagues how you will handle them.....you may have unwelcome visitors or perhaps a guest will have had one gin too many for courage, someone may decide it is funny to swear or make wild accusations landing you in a potentially litigious situation.....be aware that people are very unpredictable at times – but then again – that's half the fun!!!!