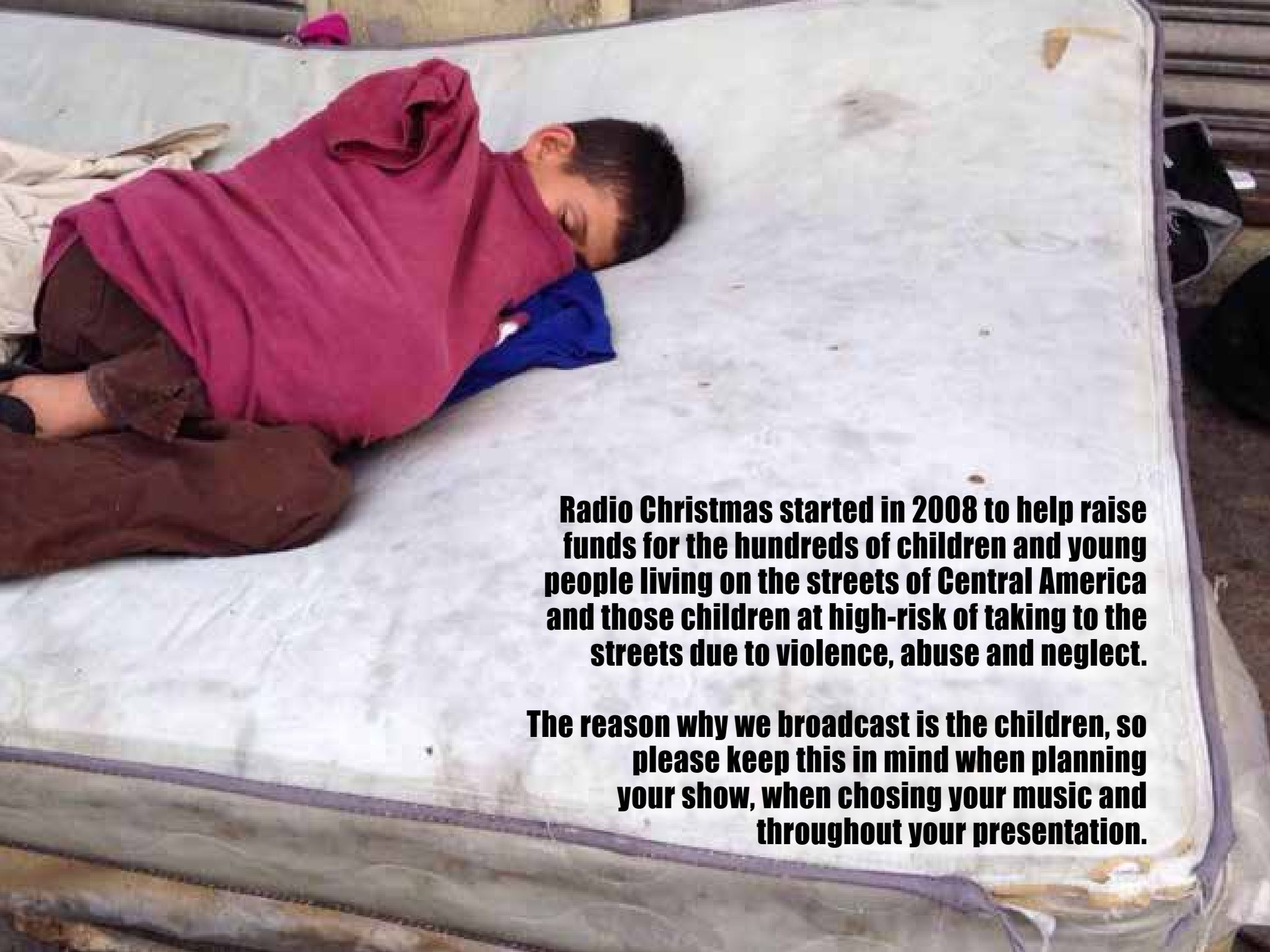




**PRESENTING ON
RADIO CHRISTMAS**



Radio Christmas started in 2008 to help raise funds for the hundreds of children and young people living on the streets of Central America and those children at high-risk of taking to the streets due to violence, abuse and neglect.

The reason why we broadcast is the children, so please keep this in mind when planning your show, when choosing your music and throughout your presentation.

When planning your radio show please remember the golden rules of radio broadcasting:

IT'S ABOUT THE LISTENERS

It is easy to get so involved in your radio show that you forget the people who are listening. You might have family and friends listening who will get your in-jokes but most won't, so try and include listeners in your show. Try and make the listener feel welcome and a special part of your show. The show can't be about you, it has to be about those listening.

IT'S RADIO AND PEOPLE CAN'T SEE YOU!

It sounds silly to mention this but believe us, many presenters fall over this hurdle. Remember to describe things you might have in your hand, such as prizes and describe where you are broadcasting from.

TELL PEOPLE WHO YOU ARE

Listeners love to know who you are and we have had shows where the presenters forgot to mention their names. Tell the listeners something about who you are and why you love the music you are choosing and why you are helping Radio Christmas. Be personal and listeners will warm to you.

WE ARE HERE TO RAISE MONEY FOR THE KIDS

Radio Christmas was founded with the focus on raising money to help street-living and high-risk children and youth have a chance of life beyond Christmas. Try and include stories and news from the projects (*check out the Street Kids Direct Facebook page and Dunc's Director Blog*) and weave these stories into your programme together with ways people can donate and give all year round.



CONTACT RADIO CHRISTMAS



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studio@radiochristmas.co.uk



TEXT: 70099

Start your message with the word KIDS to ensure it arrives at Radio Christmas. All text messages cost £1.00 plus your standard network rate, but the £1.00 comes to us as a donation for Street Kids Direct



#RadioXmas



Facebook/RadioChristmas



Instagram name: christmas.radio

www.radiochristmas.co.uk

www.streetkidsdirect.org.uk