

TV or Radio Presenter

A presenter is the front person for television and radio programmes, appearing regularly on every edition of the programme and linking guest speakers. They may work in announcing, linking programmes and reading bulletins.

The Work

You might work on various kinds of programmes, for example news, chat shows, children's shows, quiz shows, sport or political programmes.

As a TV or radio presenter you could be:

- researching and writing scripts
- discussing and planning the programme with the director or producer
- reading content from a script or autocue
- introducing clips of news stories or live reports from journalists on location
- introducing and interviewing celebrities and politicians
- following instructions from the director or floor manager through an earpiece
- presenting live broadcasts that may require thinking of what to say on the spot (ad-libbing)
- presenting recorded broadcasts that may require a number of 'takes'
- cueing up (setting up) music and adverts to be played.

As a continuity announcer you could be:

- providing links between programmes, chatting or telling jokes either scripted or unscripted
- reading short news, traffic or weather bulletins.

Pay

The figures below are only a guide. Actual salaries may vary, depending on:

- where you work
- the size of company or organisation you work for
- the demand for the job.

Most presenters start as interns to gain experience. Salaries vary greatly depending on your experience and where you are working. Many presenters work freelance for different companies. Well-known presenters earn significantly higher salaries.

Conditions

- You will work from studios but might travel about on location.
- You might work early mornings, evenings, nights or weekends and split shifts.
- Employment is likely to be on short contracts and freelance work is very common.
- You will often work under pressure — broadcasting while listening to what is happening in the gallery if

there are technical problems.

- Programmes may be pre-recorded and involve a number of 'takes', or the show may be live where there is no room for error.

Getting In

- Entry is very competitive.
- Skills such as confidence, a clear and appealing voice and the ability to network are more important than formal qualifications. Being easy to work with is important.
- You should make a showreel to demonstrate your ability.
- There are no formal entry requirements, but most entrants have a degree (SCQF Level 9-10). Any subject is acceptable but qualifications in drama, journalism or media studies would be relevant.
- For news and current affairs you usually need training in journalism. For specialist programmes, you would need a degree or in-depth knowledge of a specific subject such as history or science.
- Employers rarely advertise posts. The best way in is to make contacts in the field and send in show reels again and again and follow up with visits and phone calls.
- Relevant work experience is very important. You may have to do several work experience placements without pay before getting your first job.
- You might start off in a junior position, such as a [runner](#), to get some experience in media and make contacts.
- Get experience through student, hospital or local radio or TV, [BBC Work Experience](#) or RadioCentre.

What Does It Take

You should have:

- self-confidence and an outgoing personality
- excellent communication and presentation skills
- a clear and appealing speaking voice and conversational style
- good organisation and planning skills
- an enquiring mind and good memory
- a flow of good ideas
- awareness of the technical aspects of broadcasting
- a knowledge of media law and a willingness to keep to the rules
- knowledge about current affairs or about specialist topics such as sport.

You also need:

- good research and interviewing skills
- an ability to build a rapport with guests and audiences
- an ability to work under pressure and make quick decisions
- resilience to cope with rejection and criticism.

Training

- Most training is on the job.

- Entry to specialist courses is very competitive.
- The BBC runs training schemes for broadcasting journalists. Other broadcasters run short courses.

Getting On

- Within Scotland, most top jobs are in the cities, but there are openings for beginners in local radio and TV stations.
- Knowledge of Gaelic can widen the range of opportunities, because of the growth of Gaelic broadcasting.
- Although you might get a long term contract, you will most probably work freelance, with little job security.
- You might start as a continuity announcer in local radio and move on to present radio programmes on a regular basis.

More Information

The BBC runs a number of early careers apprenticeships in different areas of media and broadcasting. Follow @BBCGETIN Instagram to stay up to date and see their [website](#).

Trainee Finder is ScreenSkills flagship new entrant programme which offers paid work placements across a range of roles in film and TV. Recruitment will usually begin around September of the year before placement. Find out more and apply online by visiting the [Film Trainee Finder website](#).

Contacts

4 Careers

Website: careers.channel4.com/4skills

X: @Channel4Skills

Facebook: www.facebook.com/Channel4Skills

BBC Recruitment

Website: careers.bbc.co.uk

X: @BBCGetIn

ITV Careers

Website: careers.itv.com

X: @ITVCareers

Facebook: www.facebook.com/ITVCareers

Radio Academy

Email: info@radioacademy.org

Website: www.radioacademy.org

X: @radioacademy

Facebook: www.facebook.com/radioacademy

ScreenSkills

Tel: 020 7713 9800

Email: info@screenskills.com

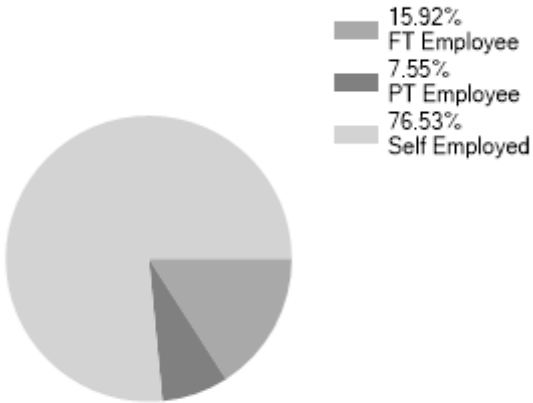
Website: www.screenskills.com

X: @UKScreenSkills

Facebook: www.facebook.com/UKScreenSkills

Statistics

Employment Status UK %

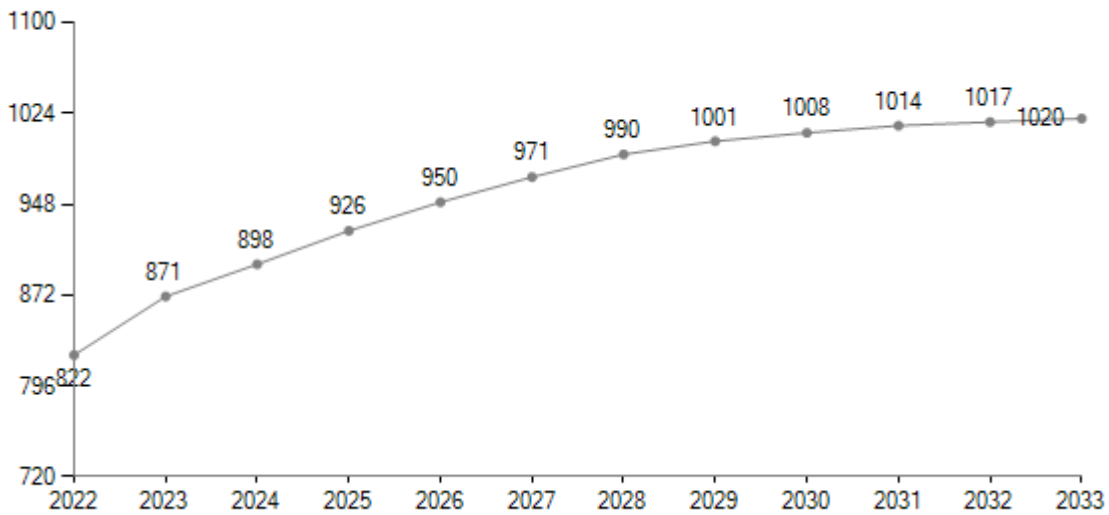


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)