

So what makes Bad Radio?

Most people will keep listening to a radio station until it does something that actively makes them want to switch off. So why does that happen?

There are many styles, all acceptable. The only one that isn't acceptable is bad technique. The list below highlights some of the pit-falls people can fall into when they start presenting.

I'm not saying that any of these are automatically wrong by default; but you've got to understand the rules before you break them. It's not about stifling creativity, but it's about understanding what can make listeners turn off.

These can be *technical* errors:

- Not checking levels
- Dropping music when you talk over it
- Not killing faders when the song ends
- Not cueing stuff up right
- Not turning off your mic
- Not having an additional song cued up just in case

This can be *mixing* errors:

- Dropping in V/Os at the wrong point
- Playing four or five jingles back to back
- Talking over vocals
- Leaving gaps between records
- Badly segueing
- Badly mixing

This can be *timing* errors:

- Not playing the ads at the right time
- Not back timing your records to the hour
- Not spacing things out across an hour

This can be *music* errors:

- Not playing enough of the different types or styles of music
- Not having enough variety when it comes to the mood of the music you play
- Playing two songs by the same artist

This can be *presentation/content* errors:

- Mumbling into the mic
- Being off mic
- Forgetting to turn on a guests mic
- Sounding dull and unenthusiastic
- Not saying the station name frequency and your name enough
- Falling into the "that was, this is" pit
- Not having enough to talk about
- Talking about things listeners won't be interested in (no they don't want to know that the computer is frozen etc)
- Assuming the listeners knows what you are referring to
- Not giving the song titles out