**PROMOTING YOUR SHOW - INTERACTING**

**Interactivity**

If you do a radio show it’s always nice to have listeners. Don’t just go through the motions to get a grade. Getting a bit of a listener-base will help to generate reaction and chat about your show; people will interact with you! And, presto! You have just managed to get more material for your show.

To get listeners you might want to try networking socially, or, in other words: Facebook, Twitter, and whatever else people are in to these days. Set up a Facebook group and pester your friends with weekly messages to remind them about your wonderful show.

*What social network accounts can you set up for your show? What will you be called?*

*1)*

*2)*

*3)*

*What email address have you set up for your show?*

*What’s your website address?*

Getting a guest on your show will help to get them and their friends interested, and competitions are always a good incentive to keep tuning in.

*What guests or type of guests do you think will help your show get more listeners?*

*1)*

*2)*

*3)*

**Podcasts**

Podcasts are a great way to build up a portfolio of your work. There’s no need to record a demo, because you have a new one every week. The better your show, the better the impression you give to prospective listeners and supporters.

*What can you do better in your podcast to bring in more listeners?*

*1)*

*2)*

*3)*

**Videocasts**

Podcasts will create a reasonable amount of interest for your show, mostly through people searching your kind of show rather than folks you actually know. A videocast is a step further on from this. It’s a great way to make your show truly multimedia as well as making it more interesting. For example if you’re doing a show about cars, why not film your own version of Top Gear, or if you’re talking about food, film your own version of a cooking or eating show.

*Can you do a Tout every week?*

*What can you do video-wise to enhance your weekly audio show?*

*1)*

*2)*

*3)*

**We’re all in this together**

Finally, there’s no point in getting involved with student radio if you’re just going to show up for your show and then run off after you’ve played your last song. Get to know your fellow presenters so you can promote each other up on air. You might want to think about how to publicize the station, getting everyone on a joint venture: this could be anything from making music videos (why not try a [lip dub](http://suite101.com/article/how-to-make-a-lip-dub-music-video-a349026)) to poster campaigns splashed about the school with all of your lovely faces on.

School radio makes your resume a little more attractive, and it doesn’t have to be a chore. It can be great fun, it is great fun, but only when you really throw yourself into it. Get into it and see what I mean!

*What can you do in your show to promote other shows and the radio station?*

*1)*

*2)*

*3)*

*What can you do off the air?*

*1)*

*2)*

*3)*