



Campus Radio Presentation World: The Brand Alternatives

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ABSTRACT

This paper takes a look at Campus Radio Presentation World from analytical secondary data and observers discovery over a span of many years of professional radio broadcasting practice and offered different perspectives with recommendations for excellent presentations on Campus Radio.

Definition of Terms

Campus Radio: Is the approved campus community radio license that allow universities and tertiary institutions in Nigeria offering Mass Communication degrees to have their laboratory of practice in a radio broadcasting spectrum in within a 20 watts' transmission radius.

Brand or branding: Is the deliberate carving of a niche for either the station or the station personnel that are directly involved in effective broadcast content-delivery.

Alternatives: Here are the suggested options rooted in the many years of practical broadcasting experiences of the researcher.

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Introduction

Campus Radio is established for our different Universities and Tertiary Institutions that offer Mass Communication as a discipline to serve as the practical experiment lab of Radio Broadcasting.

It is supposed to bridge the gap in the town and gown divide of Universities and the host communities.

Yes, there may be aberrations in the use and misuse of the Campus Radio by different Institutions that have Nigeria Broadcasting Commission's approval for their existence(s) but that does not remove the facts that Campus Radios are:

- Practical laboratory centres of Mass communication and the allies' disciplines.
- To be run by the different Stakeholders of the department for which the Campus Radio was established to cater for.
- Reflect the practical actualization of the different theories of mass communication in general, and in particular Broadcasting and New Media practice challenges.
- Is supposed to reflect the best practices in communication in the areas of presentation by presenters and anchor persons that must, in most cases be graduates or graduate-trainees of mass communication and the allied broadcast – based disciplines in our universities and Tertiary Institutions of higher learnings.

Campus Radio, being a broadcast outfit within a campus environment is for show-casing the best practices in communication and reflect communication models for young of communication entrants to emulate.

This must have been the reason why most Scholars of communication recommend the British Broadcasting Corporations (BBC) models of presentation for total or holistic emulation. That also must have accounted for suggestion to ban "Pidgin English" from our campus radio programmes and programming philosophy.

The sparring Partner of effective communication, elocution, diction, rhythm, rhymes etc, remain the Daniel

Jones Dictionary – that is why the dictionary is a must have for all Presenters and Anchor Persons on Campus Radio.

Also the following must be shunned on campus radio:

- Provincial accents
- Mispronunciation of Names of persons
- Mispronunciation of names of towns
- Abuse of English
- Mixing of tenses
- Grammatical somersault
- Nigerian English
- Distortion of emphasis
- Verbosity
- Difficult, long, winding and complex sentences that goes against the law of KISS (Keep it Short and Simple)
- etc

Professor William Barnabas Qurix of Bingham University best captured the essence of sticking to the best practices of the British Broadcasting Corporation (BBC) example when he directed for the workshop on grooming of Bingham Campus Radio On – Air Personalities for which the Researcher is a key Resource Person.

He affirmed that Bingham Campus Radio 89.9 must carve a niche for itself on special areas that makes it stand out. It can be in the unique areas of rendition of news like BBCs News in Special English, in styles or Productions, Commerlanes and Programme formats.

All there are necessary for effective branding on our campus radio airwaves.

It should however be noted that there are various genres or forms or types of branding that indicate the following:

1. station branding
2. Anchor – Persons or Presenter or Announcer's brandings

Branding generally has the main objective of carving a niche or cutting out a special name or genre for the stations or the personnel or personalities of content delivery in broadcasting.

Station branding comes in different ways via:

- Station Promotions
- Station Identification Jingles
- Etc

While Anchor – Persons, Announcers and Presenters branding can come in the different on air names by Anchor – Persons, Announcers and Presenters such as:

- Duke of the airwaves
- Queen of the media
- Oracle of broadcasting
- The last bus stop in presentation
- The last word in Anchoring
- Master of the Game
- Humour House
- Moring Encyclopaedia
- The Oracle of Broadcasting
- The Golden Voice of Broadcasting
- The Queen of 89.9
- Your Partner in broadcast communicator
- Your darling on – air
- Etc.

In addition to all these is the emulation of International Anchors, Announcers, Presenters and other in – Air Personalities within the context of operations of the broadcast content provider.

It is along these lines of reasoning that British Broadcasting Corporation (BBC) Cable News Network (CNN) voice of America (VOA) South Africa Broadcasting Corporation (SABC) Radio Netherland Australian Broadcasting Corporation (ABC), Aljezeera and a host of others parade different Stars/presenters/anchor – persons/Announcers that are role models from other Nationalities, tribes and religion for National and International emulation. Particular relevance to thy study is the work of the Researcher that span over many years of practical radio/Tv broadcasting experience titled **Content- delivery for Radio, Television and Advertising Agencies.**

Content Delivery in Public Speaking and Presentations as part of individual branding for a niche

Today, on a daily basis, in our Private/Public Speech engagement, we are faced with the problems of **Content Delivery in Flawless Pronunciations in spite of Cultural and Provincial inhibitions**

Radio and Television Broadcasting today are facing similar problems. In the areas of diction, pronunciation and proper rendition of words and sentences. There is need to lay a good foundation for Presenters. The chick that must grow into a cock can be known from the beginning in Broadcasting. How can this be known? The only way of separating the chaff from the substance is for the potential Presenter or Anchor Person or On-Air-Personalities to undergo a proper auditioning right from the word go. It is only then that we can know the men from the boys and distinguish the Professionals from the Won-Professionals, etc. These audition exercises are supposed to task the auditory/elocution capacity of the Potential presenters. Practicing and mastering pronunciations are supposed to jolt us out of social, cultural and linguistic handicaps that make proper pronunciation impossible. Any potential Presenter/Announcer that sails through the hurdles will have the sky as the limit in Radio/Television Broadcasting as well as public presentations. Also coming out or overcoming his cultural, provincial and linguistic inhibitions will make one excel in broadcasting/public speaking.

The highlighted tongue twisters below that cut across our provincial/cultural barriers will surely reflect our provincial limitations.

Overcoming them is a journey to professionalism in speech arts. Try these tongues twisting exercise! If you do successfully, you will come out on top as an excellent public speaker or presenter.

1. Exercise for those with problem of FF and P Foolish Father Francis

Foolish Father Francis fought four foolish fathers from France while Felalo fought Felix's Folly fearlessly in Frankfurt.

2. Exercise for those who have problem Pronouncing C and S

Hands can be clamped in chains

Hands can be clamped in chains but the tentacles of thinking brains cannot be cowed from thinking! Chains can be used to clamp the hands but the tentacles of thinking brains cannot be cowed from thinking!

3. Exercise for those who have problem Pronouncing R and L

The Right Man

The right man is a person who is right side up in an upside down world. The wrong person is a person who is wrong side down in an upside down world.

4. Exercise for those who have problem pronouncing Plosives P and F

The plantain Planter

A Plantain Planter planted plantain on his plantain plantation.

5. Exercise for those who have problems pronouncing S and CH

The Sailor

The Sailor saw seashells by the seashore while taking a walk by the sunny sea side.

6. Exercise for those who have problems pronouncing S and CH

Every Disease

Every disease has signs and symptoms. What are the signs and symptoms of dysentery?

7. Exercise for those who have problems pronouncing F, P, CH AND S

Foolish Father Francis

Foolish Father Francis freed five files for five foolish friends from France.

8. Exercise for those who have problems pronouncing P, F, CH, TZ

Operation Feed the Nation

Operation Feed the Nation is a speedy programme for fast food recovery

9. Exercise for those who have problems with R and L

Reigning Riders

Reigning Riders are riding on high on live with Reggae Music

10. Exercise for those who have problem R and L

As I Rode Along

As I rode along the road, I saw a lone loader loading horns with "Rock on" by the roadside

11. Exercise for those who have problems pronouncing J and Y

I know a joker called John

I know a joker called John, who juggled jogs and muddled mugs like a Johnny just come (JJC). Little wonder he was named John!

12. Exercise for those who have problems pronouncing vowel and putting H before such vowels as well as those who have problems pronouncing Y

I know a short Young Man

I know a short young man whose ambition is to have a good education but this young ambitious short man shuns the ambitions to partake in the action that will make his ambition a reality!

13. Exercise for those who have problem pronouncing C, L, and R

There is a Long Light Line

There is a long light line along the lawn that leads to the long road leading to London lawn!

14. Exercise for those who put H before vowels

The End of the Hen

The end of the hen is at the West end. The East end cannot end the hen, as the east can be the beginning of the end of the hen at the end.

15. Exercise for those who have problems pronouncing P and F

Peter Piper

Peter piper picked a peck of pickle paper in Apapa. A peck pickle pepper Peter Piper picked in Apapa. If Peter picked a peck of pickle pepper in Apapa where is the peck of pickle pepper Peter Piper picked?

16. All round Exercise for Fluency

Betty Better

Betty Better bought some butter to make some butter. The bitter butter made the batter biter. So Betty Better bought some better butter to make her bitter batter better.

17. Exercise for those that put H before Vowels

The End of the End

I have eyes, I can see. I have ears, I can hear. I am a man. I am alive, if I want to end my life; I know how to end it all! I will not hand over my life to evil, my hands are clean. What is the end to that life, if you do not end in heaven? I can hear voices by force.

If only I can see the eyes of the voice behind the heavenly throne!

18. Exercise for those who have problems pronouncing L and R

The Lorry Loader

The lorry loader landed in London on a lonely long road

19. Exercise for those who juxtapose V for F

The Force Behind the voice

What do you have to offer? Let me know the force behind the voice. The voice of men is the voice of God!

20. Exercise for those who Remove H for Vowels and put H before vowels:

Armoury of the Coat of Arms

The Honourable Speaker of the House of Assembly, Hon. Humphrey Hansen has armed himself with the armoury of the coat of arms!

21. Exercise for those who substitute H for Vowels

An atmosphere of Harmony

We need an atmosphere. An atmosphere of absolute harmony in the House of Assembly for amicable settlements of all disputes!

22. Exercise for those who have problems pronouncing S and CH

Science and Symptoms

If you say you have dysentery, what are the science and symptoms of dysentery?

23. Exercise for those who substitute S for CH

I know a Missing Missionary

I know a Missionary that missions in church of God mission, there is no missing link between Church of God and God's Mission and Vision!

24. Exercise for those who Remove H for Vowels

The Handsome High Handed Man

However, handsome the high-handed man is, his end is anger and hunger in the high heavens! The Evil that men do lives with them!

25. Mixed Grill Exercise as well as those who substitute F for V

The Voice of the Arms Bearer

The voice of the arms bearer rang to high heavens at the House of Assembly

26. Exercise for those who have difficulties with V and putting H before Vowels

The Voice of Esau

The voice is that Esau, but the hand as that of Abel. The resemblance between the hand and voice is amazing.

27. Exercise for those who have difficulties with V and putting H before Vowels

Amazing Grace

Amazing Grace how sweet the voice that saved a Wretch like I once was lost but now I am found, blind but now I see!

28. Exercise for those who put Vowel after S and speak very fast

Arabic Teacher Speaking

Arabic Teacher speaking please. A ma is wounded by the Bus!

29. Mixed Grill Exercise/Those who substitute X with K as well as B for V and F for P

A Parade of Sixty-six Professors and the Manifesto

Sixty-six Professors phoned with their different programmes in a pamphlet or manifesto format. We were very happy about the parade of the sixty-six professors and their manifestoes!

30. Exercise for those who substitute F for P

A year we cannot forget

1966 is a year Northerners and Southerners cannot forget so easily. We are only trying to forgive or forget for one Nigeria. We are trying to forgive and forget in order to move forward as a Nation with Vision!

31. Exercise for those who substitute S for B

A Nation with a Mission

Behold our Nation! A Nation with a Mission and a Vision!

Dividends of Mastery of Setting, Words/ Pronunciations/ Audience

Any Broadcaster/Public speaker that can overcome all the problems associated with the pronunciations in the above will be a star in the art of Public Speaking and Presentations.

The art of good Public Speaking and Presentation must first start with our **Mastery our speech organs and controlling our breath**. We need to **know our Public** whenever we are speaking. We should also be abreast of the **ethics of Public Speaking** as well as **Cultivate the habit of effective listening**. If we **do not listen effectively**, we **will not hear properly** and when they do not listen or hear, we **will not be able to speak effectively**.

How do we get started? **Like in Programmes and/or News gathering**, there must be a **topic, analysis of the audience, gathering of materials, need to support ideas with superior argument and organizing the body of your presentation**. Do we remember the basic **Principles of Essay**

Writing that we were thought in the early years of our education? it was said that **a good Essay must have a beginning (introduction), a body (content) and an end (conclusion)**. This principle is germane to productions of all Programmes, News as well as Speech and Presentations.

It is after you have put this in proper perspective that you can go into the nitty gritty of **Language Delivery of Speaking to inform, speaking to persuade**, methods of embellishments of Presentations, Speech making, Speech Delivery, etc. All these are being thought at FRCN Training School, Lagos, as well as Television College in Jos. Diverse Training institutions abroad major in effective Presentation and Speech Arts.

Get started today and be the expert God created you to be. The great renditions such as **“I have a Dream”** by Martin Luther King, epochal speeches of President Clinton and a host of other great Speakers were not rendered, manufactured or delivered in heaven by angels. They are giants' strides in effective Public Speaking by mortals that do not have two heads but are mortals like you and me.

You can make a difference today in how you speak.

Conclusion/Recommendation

In addition to all these is the other challenge of adopting, emulating or apeing ideals and international champions of presentations of anchoring on radio or television broadcasting spectrum such as:

Sonny Iraboh
Zackary Mohammed
Siane All Well Brown
Sydney Ufeli
Ruth Badamasia Opiah
Abba Zoro etc.

Just to mention but a few plus/and a host of British Broadcasting (BBC), Voice of America (VOA), South African Broadcasting Corporation (SABC) etc Announcers and Anchor-person.

It is suggested that the best way to excel in broadcast presentation/anchoring is for the Practitioners to adopt their own role models and work out their professionalism in line with the best practices of their idols or role models.

How can these be done? It can severely be done in the following:

- Rehearsing the script
- Reading the script
- Recording the script
- Playing back the script
- Criticizing the presentation
- Re-recording the presentation
- Playing back again to detect further mistakes and flaws
- Etc

With practice comes perfection and the journey towards stardom in effective presentation, anchoring and branding towards presentation excellence is in the in- house or personal grooming.

And of course there is the local training schools and higher institutions of broadcast professional training towards excellence at Federal Radio Corporation of Nigeria, Nigeria's Broadcast Academy, Nigeria Television College, Jos, Nigeria Film Institute Jos.

The king of International Training exposures includes – sundry British Broadcast Corporation (BBC) Trainings, Radio Netherland Trainings, Deutche Well Training, Australian Broadcasting Corporation Trainings, South Africa Broadcast Corporation Training and a host of other international Trainings with international Broadcasting Expos and Exhibitions toward broadcasting excellence.

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