



From fashion PR to florist



From website entrepreneur to radio presenter

w&h NEW DIRECTIONS

Work experience for grown ups!

Fiona Wright arranged for four women who want a career change to test drive their dream job, and discover first-hand if it's really for them



From charity fundraiser to photographer



From broadcast journalist to fashion stylist >>

“I joined Anne Diamond to find out if I could be a radio presenter”

WHO: Paula Wynne, 46, is divorced and has one son. She lives in xxxxxxxxxxxx.
CURRENT JOB: Website entrepreneur
WORK EXPERIENCE: A day as a radio presenter with BBC Radio Berkshire on Anne Diamond's morning show.

WHY RADIO PRESENTING? It sounds like a dream – to be paid to chat to people, play music and have fun. No two days would be the same. I decided to ask my local station, BBC Radio Berkshire, if I could do work experience with them because it is very professional and has a national celebrity, Anne Diamond, who I think is brilliant, on it. I was thrilled when they gave me the opportunity to work on her show.

WHAT WAS IT LIKE? Nowhere near as easy as it looks! I was staggered at how much goes into just one two-hour show, and the work it takes to make it sound effortless. Although every show is planned around a week in advance, the producer has to be aware of the news and change the schedule at a moment's notice, often while the show is on air. Anne and the producer, Duncan, work very closely and almost seem to be able to read each other's minds. Duncan

explained how everything worked; there was so much to remember, and so many gadgets and buttons! Then I met Anne, who was very welcoming. She interviewed me live on air about a book I'm writing about creating your own website, and then I watched her do a live link-up with an outside reporter from Ascot, then back to the studio to interview an up-and-coming comedian who is performing at Edinburgh Festival. I presented a bit of the show, introduced a guest and did a bit of interviewing, which was nerve-racking, but gave me a huge buzz. Anne has to wrap up a feature to the second, and then introduce the news and play the intro music to split-second timing, all while concentrating on the next item, making notes and lining up the next track to play. It takes multi-tasking to a new level!
HIGHS: The buzz of being involved in a "live" show, where anything can happen. It's like performing on stage every day. I don't know if you ever get used to it, but Anne and the team seem to have huge fun.
LOWS: Realising that it's hugely complex and I'd need a vast amount of training and practice to become competent, never mind

be as good as Anne and the team. It would take me years to get where she has.
KEY SKILLS: Great speaking voice, charm, bags of confidence, curiosity, quick thinking, imagination, good command of written and spoken English, the ability to translate ideas into plain speaking, sense of humour, being able to work under pressure and the ability to create instant rapport with strangers.
IS IT FOR YOU? Absolutely. I will need a lot of training and practice, but there are courses you can go on, and there are local stations and hospital radio that need volunteers. I'll definitely give it a go – who knows where it might lead – and I know I'll have fun doing it.

SHOW EDITOR MARIANNE BELL'S VERDICT: Paula has all the ingredients to make a good presenter – a good voice and warm tone, plus interesting things to say about her life and what's going on in the world. She was excited to be on the show, which is what you need, and her maturity helped her fit into a daunting and pressurised environment. Radio presenting

is hard to break into and very competitive. Having said that, people do become presenters by following many different routes – some will gain experience at hospital radio and on commercial radio, some will make a move from production into presentation, some will come via TV, some begin their careers as travel reporters or news reporters. Whatever Paula decides, all the team wish her the best of luck and we'll definitely have her back on the show. >>

BECOME A RADIO PRESENTER

SALARY: From £15,000 to a dream pay check if you find fame on a top station.
TRAINING: Usually on-the-job as a volunteer at local and hospital radio stations. Most presenters come from a journalistic background or are established TV personalities.
MORE INFORMATION: Visit www.bjtc.org.uk for accredited courses.



ON THE JOB: Paula gets behind the mic