

## **Tips for Offering a Radio Thought for the Day**

### **Prepare**

Only offer or agree to do a Thought for the Day if you are prepared to listen to the radio station or read the paper in advance. You are offering a gift, which is chosen for that person and you need to know them! Each station is different and you should ask about the “audience profile” i.e. who’s listening? Listen to a variety of styles on other programmes and stations too. It will give you some ideas.

### **The Ethos**

Thought for the Day is not a sermon. It is neither for members of the church nor clergy. It is the privilege of speaking to people for whom religion in any form is nonsense, frightening, something cosy or their whole reason for being... and not necessarily Christians. You are inviting them to touch briefly on their spiritual reality at a level that reflects the thought provoking, not life changing.

### **The Method**

Find out how long you have to talk - 20 secs, 1 minute, 2 minutes for an idea of the level of content. Use a words to minutes converter like [www.speechinminutes.com](http://www.speechinminutes.com) to see how many words you have to play with.

Write as a listener with all the standard abbreviations used in speech such as “you’ll” and “It’s”.

### **What to say?**

You will likely be given a theme to work with. The structure for most local radio “Thought for the Days” required you to build up a picture in the mind of a listener. It helps to imagine that person in accordance with the station’s audience profile. Use your own experience of life, people, the news, or an event to inspire you. Open the image in a couple of sentences. You have less than 5 seconds in which the listener will decide whether to stay with you. Don’t patronise or presume your audience knows what you are going to say. Lead through the story lightly and easily. Humour may work but be careful. Avoid jargon and controversy. Conclude with the thought you want them to hang on.