

# The Art Of Friendship



## LEARNING OBJECTIVE:

At the end of this module you will be able to:

- Apply 4 principles of 'friendship' to help you to become a better broadcaster and friend to the communities you serve.

To be a good friend in the media we need to **L.O.V.E.** that is - to be **LOYAL** to our audience, to help **OTHERS**, to live out our core **VALUES** and put in the required **EFFORT**

## Loyal

TASK: Write two ways you can demonstrate *loyalty* to a listener. For example, keep a promise you make to them.

## Others

TASK: As broadcasters we are here for *others*. Write two ways you can be present for your audience.

## Values

TASK: Fill in the gaps using the key words the presenter shared

"If we are truly going to serve others we need to know..."

1. \_\_\_\_\_ we believe,
2. \_\_\_\_\_ we believe these things to be true and
3. \_\_\_\_\_ we will behave as a result of holding these truths."

State two values you believe to be true, and two behaviours as a broadcaster you implement to reveal them.

## Effort

TASK: Writing a Show Prep piece, such as interest item or comment, may take 1, 2 or even 3 hours for every one hour of live broadcasting. When can you make enough time in your week to put in the effort to prepare well for a broadcast?

"People don't care what you know... they just want to know that you care"