



## COACHING FOR BROADCASTERS

**"Kate's professional performance techniques have made a really positive contribution to the training of our presenters and journalists." GWR GROUP.**

Kate Lee is one of the country's leading broadcast trainers and will help you significantly improve the sound of your station. She has coached in radio and television stations throughout the UK and is a specialist of spoken communication and the listening psychology of audiences.

### AIMS

Our coaching will give presenters and broadcast journalists voice, performance and delivery skills to help them present with individuality and impact.

### TRAINING INCLUDES

- **Delivery skills for BJs and newsreaders.**
- **Performance coaching for presenters.**
- **Voice coaching.**  
Voice development. Voice care. Breathing and relaxation skills.  
Vocal confidence. Developing 'young' sounding voices.
- **Spoken skills**  
Confidence and clarity. Tackling speech characteristics. Reading and delivery skills.
- **Performance coaching**  
Energy, impact and establishing personal presence.
- Audience psychology. How listeners listen. Audience rapport skills.

### HOW IT WORKS

We come to you. Individual sessions are the most effective.

*"Gave our newsroom a new lease of life. We really heard the difference." CLASSIC FM*

### KATE LEE COMMUNICATIONS

Kate trains business people and broadcasters in the skill and mastery of successful spoken communication.

A qualified voice and drama coach, she went on to have a successful career as a performer in radio, theatre and TV. Her interest in communication inspired her to develop training specifically for broadcasters. She set up her own company in 1993 and is now a recognised national coach. She has trained in radio stations nation-wide, both commercial and BBC. She has spoken at conferences for the Radio Academy, the BBC and the CRCA.

*"These sessions are of benefit as they actually make you stop and think about what you sound like on the radio."*

*"It was very useful and is now in my mind-set when I'm on air. I never realised pauses could be so effective!"*

*"Kate taught me techniques for newsreading - and they made a big difference. I sound better, more confident."*

*"Listening to the output of our stations it is easy to tell who has had their voice training session with Kate Lee, it really makes a difference." JANE HILL, DIRECTOR OF PROGRAMMING, LINCS FM PLC.*