

Smile 90.4FM's Bailey Schneider takes on her own show

 By Jessica Tennant

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Earlier this month, Smile 90.4FM's Bailey Schneider became the host of her very own show, currently on the airwaves from 9am-12pm Monday to Friday.



Bailey Schneider

Here, Schneider tells us how she feels about being offered her own show and the hard work that goes into presenting, behind-the-scenes...

■ ***Congratulations on your appointment. How do you feel about it, and the new time slot?***

I have been in radio for 17 years and have had the honour of being part of an afternoon drive team for at least 11.5 years on two commercial radio stations. To be offered my very own show is one of my radio dreams come true! I feel so excited to be in a new time slot and to grow more in my career.



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■ ***What excites you most about Smile 90.4FM and where it's going?***

Smile 90.4 FM is still a relatively new radio station and it's incredible to be part of its growth. I love the family we have here – not only in the office, but with our audience too. In a time when we are so drained from negative news, it's refreshing to be a part of a station that 'amplifies the good news in the Mother City'.

■ **What do you love most about your career in radio?**

I love that no two days are the same.

“ I still feel this buzz of excitement in my whole body, as I switch on the microphone. I love being able to entertain, connecting with people daily, really listening to their stories (everyone has one) and being able to share information. I hope that when someone listens to me, they either learn something, feel something and take something away that makes their day a little brighter. ”

■ **What did it take to get to where you are today?**

Resilience, hard work, never quitting, believing in myself and being motivated by those naysayers who tried to cut me down, rather than build me up. I am extremely passionate about what I do and I love that I do what I love.



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■ **What's at the top of your to-do list in your new position?**

To grow the audience and really connect with them.

■ **What are you currently reading, watching or listening to for work?**

Goodness, we'd be here all day if I had to name everything. I am constantly researching for my radio show. I produce all the content that I present, so I guess I am permanently switched on to social media, various websites, blogs, listening and observing people around me and anything that I find interesting.



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■ **Tell us something about yourself not generally known.**

“ I still have a giggle when people think I only work three hours a day! There is so much that goes into a show and it takes a lot of time researching, writing, coming up with ideas and fresh content and ensuring that you deliver it in a concise, entertaining way. ”

I don't think people know what goes on behind the scenes... For example, what people didn't see was me expressing breast milk and making sure I got it to my husband in time to feed our baby, while getting back on stage to MC or making it in time for my radio show.

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