

In the **Hot Seat**

Richelda Emmanuel means 'Strictly Business'

By Onicia Muller

The Daily Herald's Out and About put Richelda Emmanuel in the Hot Seat this week and we got to know the new co-host of Julian Rollock's radio show Strictly Business. Strictly Business airs every Thursday at 5:30pm and Sundays at 12:00 noon on Radio Soualiga 99.9 FM; it aims to inform, educate and support the people of Sint Maarten on economic and social issues.

Did you always plan to be a radio personality?

No, I actually studied to be a social worker and currently I work for Government as a program manager assisting in creating social programs and projects for financing via development funds. Strictly Business is sort of my new hobby, which I'm very excited about.

I believe any program that caters to informing and educating people is of essence. Strictly Business is about keeping the people of the island informed. That ties in with my belief that we need to get information to make the right decisions, especially in these economically and socially challenging times. I feel honoured to be able to contribute to my community in this manner.

Via the Toastmasters programme, I have been working on my communication and leadership skills. In May of 2009, I became the first Distinguished Toastmaster (highest level you can attain

from Toastmasters International) on St. Maarten. The Toastmasters program also prepared me to take up challenges such as becoming a radio/television host.

Why do you think you are a good addition to the show?

Different personalities bring different flavours to a show. And women see things from a different perspective than men. So Mr. Rollocks and I compliment each other in a manner that makes the show even more exciting. But more important than my new style of bringing across the same message is my interest and knowledge about the topics we address in Strictly Business.

In what direction is the show heading? What new twist can we look forward to?

Strictly Business has been on the air for almost seven years now, but the need for information remains the same and is maybe even more important, with the constitutional changes taking place. There is a realization that we cannot wait for government to do everything for us. We, as a people and community need to work on developing ourselves. Based on feedback we have been getting about the program, Mr. Rollocks and I realized that there is a need for us to do more with the information that we have. We need to give more content to the goal of educating our people. So, in a manner of speaking, we are "taking the show to the streets;" bring-

ing it closer to the people in the form of workshops. We are actually in the works of finalizing a free workshop on budgeting. The workshop will consist of two, two-hour sessions where attendees can gain insight into making budgets and also receive help in looking at working on their personal budgets.

Budgeting is the topic we are going to start with, but it is the intention to go out in the districts with more of the topics that we address in the studio. Such topics are as follows: Starting your own small business; insurance coverage; loans and saving plans.

What audience is the show looking to attract?

The main audience of Strictly Business has always been low to middle income families wanting to be informed about social issues and looking to enhance their economic situation. St. Maarteners living abroad, especially our students, are encouraged to tune in via the web (www.sxmradio.com) and keep up-to-date with issues on the island and be inspired on ways they too can contribute when they return home.

Strictly Business airs every Thursday at 5:30pm and Sundays at 12:00 noon on 99.9 Radio Soualiga. E-mail your questions, comments and suggestions to strictly-businessprogram@hotmail.com or call Richelda Emmanuel at 580-3422 or Julian Rollocks at 553-7580.



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