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| 1. Introducing ART and The Golden Rule

Kia ora. Welcome to the Access Radio Taranaki whanau. If you’re joining us, it’s because you’re keen to share your ideas, knowledge, passion, or music with the world. We’re so happy you’ve chosen us to help with that.Community Access radio has been a part of New Zealand for over 40 years. Access Radio Taranaki 104.4 FM (or ART for short) is the youngest of the 12 stations in Aotearoa. Together, we make up the Community Access Media Alliance (or CAMA). Each station has its own personality, which reflects the community it represents. We all share the same kaupapa, which is to make radio by, for, and about the people of our diverse communities. All 12 stations share their shows as podcasts on accessmedia.nz. This is the biggest podcasting platform in Australasia. We recommend having a good look around this site, the diversity of content is truly extraordinary!Community Access Media is primarily funded by NZ On Air, for the purpose of broadcasting content that provides for the interests of women, youth, children, people with disabilities and minorities in the community, and that our content reflects the diverse religious and ethical beliefs of New Zealanders. In other words, we share the voices of those who are under-represented in mainstream media. The way ART does this is by providing the resources YOU need to be heard. This includes the time, equipment, training, platform, and encouragement. Our Broadcasters provide the content, and the passion!How your show looks and sounds is up to you, with only a couple of limitations. We are bound by the Broadcasting Standards Authority rules, and we also have one important rule of our own.ART’s golden rule is that we don’t speak ill of others, either on air, or anywhere inside the station. This ensures we focus on lifting others up, rather than putting them down. It helps keep the station a safe place, where all can feel comfortable. If you do feel strongly about something or someone, you can still express that on air, but you’ll need to choose your words very carefully.**Now you know a little of the history and the kaupapa of Access Radio Taranaki. We look forward to helping you share your voice with the world. Haere mai!**  |
|  | 2. Your Why Kia ora, and welcome to the Access Radio Taranaki whanau. In this video we’re talking about your show’s personality or brand.First thing to think about is ***why*** you want to make this show. Maybe you love reggae music and want to share it. Or you have a passion for conservation and hope to educate…or maybe it gives you something different to do on a Tuesday. Every ***why*** is completely valid. Knowing your ***why*** will also help you figure out ***who*** is likely to be your target audience. For example, if you are from an ethnic minority group, do you hope to unite the local community through your shared language? Or is it more about connecting with the folks in your home country? Or maybe it’s a way to share your culture with the wider community here. In our experience, where the why and the who haven’t been clearly identified at the outset, the show has really struggled to gain traction.Once you understand the ***why***, and the ***who***, it will be much easier to get started.The show name is important too. Nothing too long – catchy, and relevant to the content is ideal. We can help you brainstorm this if you like. Once you’ve come up with something that sounds good, it’s wise to do a quick online check in case that name has already been used for something similar.Early on, we’ll help you record an intro, outro, and sweeper for your show (around 30 seconds each). The intro and outro play at the start and end of each episode, giving listeners an idea of what the show is about. The sweeper (or ad) plays on the station throughout the day to promote your show. Choosing the music and the tone for these should be easy for you since you’ve already clearly established your why and who!**To recap, being clear about WHY you want to make this show, and WHO your audience will be, are essential first steps on your broadcasting journey.** |
|  | 1. Promoting your brand

Kia ora, and welcome to the Access Radio Taranaki whanau. In this video we’re talking about the various ways to promote your show.It’s all very well making a fabulous broadcast, but how will people know about it? ART does a certain amount of promotion, but ultimately, it’s YOUR job to build your audience.Using the same music in your intro, outro and sweeper will help establish your brand. Think of the TV show “A Country Calendar”, which has instantly recognisable theme music. When choosing theme music, avoid tracks that are too mainstream, for copyright reasons.If your show is sponsored, make sure you thank the business for their support, definitely in your intro and outro, and also at least once during each show. Building a good relationship with your sponsor gives you another promotional outlet - if they love what you are doing, they’ll be promoting the show through their channels as well!Your show has its own page on our website, on accessmedia.nz, and in most cases, also on Spotify and Apple Podcasts. Accessmedia.nz is the largest podcasting platform in Australasia. With the combined global reach of all these platforms, your podcast has the potential to attract a huge audience…the sky is truly the limit!The podcast version of your show will usually be uploaded to these platforms on the next working day after broadcasting. Each episode needs a brief description to help it stand out from the others. We call this the Podcast Profile, and it’s the Broadcaster’s responsibility to provide one for each and every episode. You can fill out a Podcast Profile form in the studio, or include in an email to us if recording remotely. Please provide a brief overview of the content, and the names of any guests. Social media is an obvious (and free) promotional tool. We recommend setting up a dedicated Instagram or Facebook page, and to be diligent about posting. Before the show, remind people to listen in, and then post the podcast link once it’s up. You could also have an email list of whanau and supporters and share each new link this way. Once you’re up and running, we encourage you to look at other creative ways to grow your listenership. Talk to us – we have lots of ideas! |
|  | 4. Station EtiquetteKia ora, and welcome to the Access Radio Taranaki whanau. In this video, we cover some station and studio etiquette.There are several ways to make shows with ART, and we will have discussed these options with you already.* For live shows, please arrive at the station at least 10 minutes before your start time.
* If pre-recording in the studio, you’ll need to book a timeslot in advance.
* When pre-recording at home, make sure you know the deadline for submission, and stick to this (late shows cannot be aired).
* If for some reason you can’t make it in for a live show, or a pre-record, or you’re likely to miss a deadline, please give us as much notice as possible.
* And if you’re sick, we definitely don’t want you at the station!

 There are 2 studios here at the station. The larger one is mainly for live shows, the smaller for pre-recording. The equipment is very expensive to replace, so please be respectful of it, and if you have problems with anything, simply ask for help. It’s good practice to leave the studio exactly the way you found it. Our microphones are very sensitive. Watch out for any “ninja noises”, such as shuffling paper, jangly bracelets, table tapping, pen clicking, crinkly jackets, etc. You might not even notice yourself making these noises, but the microphones will pick them up, and they will annoy the listener! Always adjust microphones before turning them on. Remember the rule about not speaking ill of another? That applies to the whole station, even when having an informal chat with staff. And although we love to have a chat, please understand when we are busy with other work and can’t shoot the breeze with you.Feel free to use the kitchen, but please, no food or drink in either of the studios. Mine’s a black coffee thanks! Each month we get together at the station for a Broadcaster Gathering. Usually the last Wed of the month, this is a great way to mix and mingle with other Broadcasters, and to pick up tips on how to make the best show possible. Keep an eye on your email for newsletters and reminders.And finally, in the interests of continuous improvement, please take time to occasionally listen back to your shows. Congratulate yourself on the wonderful job you’ve done, and also listen out for things that may be jarring to the listener. Are you sticking to the Golden Rule? Did you give your guest plenty of airtime? Did you notice yourself starting sentences with “um” or “so”? It’s not about being hard on yourself, or having to be perfect, but hearing yourself as your listeners do is a great way to iron out any wrinkles and feel good about what you’re putting out there.**To recap, treat the station as your workplace, and ART staff as your colleagues. Respect the equipment, keep the communication lines open, and review your work to see where improvements can be made for next time. Most of all enjoy!** |
|  | 5. The Importance of Planning Kia ora, and welcome to the Access Radio Taranaki whanau. Now we’re talking about the importance of planning. Being prepared is the secret to a great show!! Imagine you’re sitting in your friend’s kitchen with a cup of tea. The conversation is flowing and natural. This is how you want to sound on the radio. Always hold a conversation with your listener as though you’re right in the room with them, because, when you think about it, you are! Being prepared will really help, and the 4 essential ingredients to good planning are Topic, Guests, Timing, and Music.1. TOPIC

Decide on a focus for each new show. This could be quite specific, or more general, like “when I was a kid”. Either way, do some research so you can share interesting information with listeners. Pre-reading over any research will stop you from tripping over tricky words or statistics on air.1. GUESTS

When inviting a guest, clue them up about the topic early on. Find some interesting facts about them to use in your introduction - this will also help you come up with some great questions to ask. If you do plan on having guests, make sure you watch our video giving some guidelines on your responsibilities as host.1. TIMING

The total length of your show should be around 2 minutes shorter than the specified time, so 28 minutes for a 30 minute show. This is to allow time for Station IDs and Community messages to be played between shows. Have your playlist ready. Know which songs you’ll play, and where to source them. Subtract the timing of the songs from the total show time, and this will give you an idea of how much talking time you’ll have. Practice what you’re planning to say before you come in, and time it, just get an idea of how much you can fit in - you’ll most likely be surprised. Some broadcasters script their entire show. This is fine, especially when starting out, however it can sound a little stilted.1. MUSIC

Even with shows that are mainly talking, you’ll still need music. Humans can only concentrate for around 7 minutes, so it’s good practice to break up your show with music tracks. Songs could relate to the topic, or be personal favourites of you or your guest. It’s your voice, and your choice! ART has a contract with Recorded Music New Zealand, and this means some rules around how we play music. A maximum of 2 songs in a row before having a voice break, and no more than 3 songs from any one album per episode. Our Creative Commons license excludes some of the bigger-label artists, like Michael Jackson, Prince, The Beatles, etc. Try to avoid playing these artists, especially if your show is to become a podcast on Spotify or Apple Podcasts, as international copyright laws will be enforced.**To recap, it’s not necessary to script your show, but some planning and research before the mics go on will help the conversation flow. Think about Topic, Guests, Timing, and Music.** |
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|  | 6. Guests Kia ora, and welcome to the Access Radio Taranaki whanau. In this video we talk about inviting and hosting guests on your show. Your guests are your responsibility. Be sure to tell them as much as you can about what to expect beforehand, so they can prepare themselves. Make sure they understand the focus of the show, and that the conversation will focus on solutions, rather than problems. Explain The Golden Rule, and ninja noises, and show them, give them a basic idea of where the conversation may head. Once at the station, show your guest around and make them feel as comfortable as possible. This will go a long way towards helping settle any nerves.It’s your job to keep the conversation on track, and if you’re not happy with where it’s going, cut to a song and have a gentle chat to the guest while the mics are off. Remember that voice breaks should be about 7 minutes long, so when you’re approaching that, be alert for a convenient breakpoint, and gently wrap up the segment before going to a song. This will get easier with practice. After a song break, welcome listeners back and remind them of what they are listening to. For example, “Welcome back to Working Like a Boss. My name is Ross, and today we’re talking about apprenticeships with my guest, Dwayne Pipe”. You also need to mention the station name at least a couple of times during each show. Your guest may like to listen to the podcast after the show has aired, so please let them know how they can do this. The podcast is usually up on your webpage by the end of the next working day, and they are welcome to share it around with their networks. In fact, this should absolutely be encouraged, as it’s a good way to get more people listening in!Mistakes. We all make them, and that’s ok. If there’s a bit of dead air, the wrong track plays, or you forget to turn a mic on or off, try not to make a big deal of it. Move on. Your guest will take their cue from you, so stay calm. The listener might not even notice a mistake…until you draw attention to it! Remember, they are liking what they’re hearing, otherwise they would turn the radio off. If it’s a pre-recorded show we might edit out a glaring blooper, but our listeners like hearing from REAL people, warts and all!**To recap, guests are a great addition to any show. Ensuring they understand the process, and are feeling relaxed, will set the scene for a great show.** That’s enough from us. You look ready to rock those microphones. Have fun on your broadcasting journey, and remember the team are here from 9 to 5 each day to answer any questions or lend support when you need it. Kia ora |

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