

ckuw
95.9 FM



Programming Workshop 2 Broadcasting 101

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How to Prepare a Pilot Show

Whether you want to join the news team, do a fill-in program or are seeking to create your own radio program, we want you to produce a quality radio program. Remember that anyone can spin records, few can do it intelligently and creatively and those are the people we want programming. It is important to feel comfortable at CKUW so it's a good idea to spend some time doing volunteer work in other departments before you go on-air. In most cases this is a pre-requisite.

Before you can become a programmer we ask that consider all the elements necessary to create a lasting radio program that engages a listening audience.

Mission Statements

What is a Mission Statement?

An effective mission statement should be able to tell your program's story and ideals in less than 30 seconds. It usually answers:

- Who you are
- What you do
- How you do it
- Who you do it for

If properly developed, your mission statement will flow over into every aspect of your program - the on-air content, the tone and style, the role of the host, promotion of your show. Try it. Quickly write down a mission statement that defines your pilot program or an existing program.

Program Values

Program values are another excellent tool for developing and refining a consistent show identity. Basically, your show values will be a set of 4-6 key words that describe the qualities you've decided you want to associate with your program or an existing program.

When we have to decide on what songs to include, or how to style an interview, these values help guide our choices in content.

Host Driven Vs. Concept Driven Programs

Knowing the role of the host - whether it is you or someone else - will help you make smarter decisions about the content and presentation values of your program. What are the host's particular talents, interests? Is the show built around the host's personality or around a concept that's largely independent of who's hosting?

Concept-Driven Programs

These are programs where the central intellectual territory of the program is the core of its definition or mission statement. The person presenting the program may have a strong influence on it, but it would be possible to change hosts without sacrificing the essential concept and purpose of the program.

Host-Driven Programs

These are programs where the host's personality, interests, knowledge and unique on-air style are the defining elements of what is included on the show and how it sounds.

Program Givens and Variables

Every radio program is affected by some factors that are beyond your control, and others are within your control. They're program givens and program variables. By thinking about what they are, it can remind you that there is flexibility in shaping your show.

Program Givens:

- Length of program
- General broadcasting and behavior rules according the broadcast act
- The host (you, often)
- Financial resources (like CKUW's promotions budget)
- Ads, promos and station IDs that have to be played during the show

Program Variables:

- Your show's mission statement and values
- The role of the host
- The program's style and tone (opening theme, bills, stings, transitions, arc of the program, etc.)
- The specific content you include in each episode
- Special features and promo content (contests, theme shows, etc.)

Pace/Tone/Flow

Pace: Tension and release concept (if you have something of high emotional value, something intense or high energy - the "tension" - give the listener a moment to think or relax by following it up with a piece of music, a sting, a simple moment of silence - the "release.")

Tone: Often comes with production bits:

- Stingers (3-15 second audio/music clips that give a break or transition into something new)
- Theme music
- Show IDs (can ask musician or listeners to do IDs for your show... “testimonials”)
- Regular segments (creates a reliable moment that listeners can look forward too, makes your show more unique and memorable...)

Flow: Think about the overall architecture of your show

Mention upcoming songs or segments at the top of the show and mid-show keep the listener tuned in and helps to build excitement or interest.

Mention the name of your show frequently (or your e-mail address, the studio line, etc.) reminds listeners of who you are.

Pre-Programming Tips

Now you are about to go On-Air. The following are some tips to help you ease into this exciting adventure.

Preparation

Producing a weekly radio program is a lot of work and demands commitment. Sometimes you may have more time for your program than at other times but the more preparation you put into your show, the more consistent and better it will be.

Preparation can include many activities: conducting interviews, surfing the net, listening to new music, digging through books and magazines, listening to other programs - anything. This makes you a better informed broadcaster. Research CKUW's music collection at collection.ckuw.ca.

Think of the process of how to spread your message and information. Sometimes there are many different and creative ways to do this. Interviews add a nice dimension to programs. So can themed programs. Be creative, take chances, experiment!

Structure

Consider how you will structure your program. There are numerous ways to do this, try listening to other shows on CKUW or other community radio stations to get some ideas.

You may want to add station announcements such as station IDs, advertisements or PSAs into the show. Some people have regular features or specials that happen during their show. Examples could be music spotlights or favorite new releases or a weekly local news section. Again, be creative and have fun.

Practice

A good idea is to spend some time practicing. You can do this in the shower, or on your walk to work or school. You can also book time in the production studio, record your session, listen back to it and review your work. With practice, you'll get used to speaking into the microphone as well as get used to hearing your voice played back. Hearing your voice played back is always a little strange at first but with time you will get used to it.

Another useful scenario is to sit in with another DJ while they do their show. Station staff can set this up for you if you tell them you're interested.

Logging Requirements

The Government agencies that license radio (the CRTC and Industry Canada) require all stations to keep careful logs of our programming and operation. There are two different logs that volunteers are responsible for: Traffic Logs and Music Logs.

These logs are very serious legal obligations. Traffic and Music Logs must be completed accurately and you are responsible for ensuring that they are complete when you finish your program.

The CRTC will periodically check on stations to ensure that they are recording their broadcasts correctly and the staff and programming committee can review the loggers in the event of a complaint or if a programmer breaks the rules.

CKUW 95.9 FM - RM 4CM11 515 PORTAGE AVE. WINNIPEG MB R3B 2E9				
TIME	START	INITIALS	PROGRAM	LTH/ORIG/CON
			STINGER: ORIGINAL SPOKEN WORD	
12:00:00	_____	_____	CODE: 008 Highbrow Low Blows Spoken Word – Cultural Trends Producers: Taylor Burgess & Brynna Stefanson Did previous programmer leave studio tidy? Y ___ N ___ Did previous program end on time? Y ___ N ___ HOST SIGN: _____ GUEST NAME: _____	1H/L/12
12:10:00				
12:20:00	Time Played _____	Initials _____	PSA: FRIENDS CARD AD: FACTOR	
12:30:00			STATION ID, TIME & TODAY'S TEMP HOST NAME, GUEST'S NAME, SHOW NAME	30s/R/12
12:40:00	Time Played _____	Initials _____	PSA: DRINK RESPONSIBLY	30s/R/12
12:50:00			STAY TUNED FOR PLANETARY RADIO & THESE CHANGING TIMES	30s/R/12
13:00:00	_____	_____	Planetary Radio Spoken Word – Syndicated SIGN: _____	30M/R/12
13:15:00				
			STINGER: ORIGINAL SPOKEN WORD	
13:30:00	_____	_____	CODE: 002 These Changing Times Spoken Word – Esoterics Producer: Jarrett Cole Did previous programmer leave studio tidy? Y ___ N ___ Did previous program end on time? Y ___ N ___ HOST SIGN: _____ GUEST NAME: _____	30M/L/12
13:40:00			STATION ID, TIME HOST NAME, SHOW NAME	30s/R/12
13:50:00	Time Played _____	Initials _____	PROMO: PICK ONE	

Traffic Logs

[Download sample traffic log.](#)

The log binder in the On-Air room contains the Traffic Logs. Traffic Logs provide a record of who is on the air and all non-music programming aired including station id's, advertising and other announcements. All on air programmers are responsible for filling out the Traffic Logs accurately and in ink not pencil! If you fail to sign or adhere to the logs, you will be reprimanded. Do not play advertisements that are not in the

Our legal obligations aside, the Traffic Logs can help you. Review the logs before your show, they can assist in structuring your program and alert you to announcements that must be broadcast.

95.9 FM CKUW's programming strives to provide a service to our listeners that is not offered to them through any other media. Our music programs appeal to a diverse and eclectic audience, who appreciate a variety of musical styles. At the core of our music programming is the focus on "new" artists and developing musical genres not represented in the mainstream media. Most music programmers are expected to play a MINIMUM of 30% new material and a MINIMUM 35% of Canadian Content during their show.

In our CRTC license application, 95.9 fm CKUW promised to willfully promote independent artists, developing bands, local musicians, Canadian artists and the music of world cultures on the air.

The Music Logs are recorded by programmers using the computer in the on-air booth. Music Logs are required by the CRTC as proof of the music we play meets our requirements. The Music logs are also required by SOCAN for the purpose of determining royalty payments.

These logs are a legal obligation and they must be filled out accurately. You should log every piece of music on your program that is thirty seconds or longer, this includes theme music or background music that you may use. In addition to the artist's information, you are required to mark an "x" in the columns / categories which pertain to the piece that you played.

Programming Tips

Pre-show Prep

You should try to arrive early to your show. Go over your setlist and material one more time. Think about what you'll say.

Emotions - "Don't Panic"

Emotions come through very clearly in your voice, and the audience can smell fear. Try to relax before going on air by taking deep breaths, yawning, having a drink of water and stretching.

If equipment stops working or if you make errors don't comment on the situation ("I'm having a bad show today..."), it detracts from your show. Just take your time, think about what you're going to do next and keep going.

It is also possible to have too much fun, so please remember that the audience is not interested in inside jokes and conversation that doesn't include them. No matter how funny you think you and your friends are if you don't include the listener into your conversation you're not making radio.

Personality and Delivery

Be yourself. 95.9fm CKUW is about people, not "personalities." If a listener wants to hear a stupid radio jock, they'll tune into a commercial station. Your voice is important, but don't feel that you need a "radio voice." Some of the best broadcasters have very distinctive voices coloured with accents or speech impediments.

It sounds corny, but if it helps, envision a "personal listener." Talk during your show as if that person were sitting in front of you kind of like a one way conversation. This will help draw in listeners.

Act naturally and don't be afraid to use body language. The listener can "hear" if you are smiling, waving your arms or excited. Small appropriate gestures will colour your voice and help you in telling your story.

Don't whisper, don't shout, try not to be self conscious, and, like the teacher said, "Sit up straight!!" Slouching kills your energy and that's what the lounge couch is for.

If you're going to be reading anything, make sure you are prepared. Rehearse what you are going to say and know where to put the emphasis. Know the proper pronunciation of difficult words and names. Understand that how you read is just as important as the information you are reading.

Silence

Do not be afraid of silence or “dead air”. We don’t need to fill every microsecond with noise and as in real life sometimes it’s nice to be quiet.

If you need to, don’t be afraid to take a breath and relax. Collect your thoughts. A moment of dead air is better than a minute of mindless chatter.

Language

Preview your material and then, use common sense and good judgment. Some songs, due to excessive use of profanity or subject matter, may not be appropriate for broadcast during the day. Use your head.

The Hits

Do not play them - It’s that simple.

As defined by the CRTC, a “hit” is any musical selection that has reached any of the Top 40 positions in a major national or international trade magazine.”

Be mindful that 95.9fm CKUW is here to present music that isn’t covered elsewhere. We act as a complementary service to other media in our community. If you hear it on commercial stations, it doesn’t need to be heard on CKUW. Remember, we are trying to be different!

Equipment Check

It’s always a good idea to take a quick look around at the equipment and make sure it’s set up the way you like to use it. You can do this when your first song or intro is playing or play a couple ads or station ids to give you a moment to set up.

It’s also a good idea to arrive at least 15 minutes before your show starts. This gives you a couple minutes to settle in, check out new cds, say hello to folks and get ready.

Sets

A typical music set should be three to six songs. Try to “backsell” them, which simply means to read the names back, usually in reverse order. Try to add a couple talking points during your set. They can be small bits of information like the time or temperature or longer breaks with anecdotes, a full weather forecast or information concerning upcoming events.

Remember the one thought rule and try to limit the conversation to one or two points. If it’s a music program: less talk more rock.

For your first few shows you'll probably be a little nervous and that's okay. It will help carry you through and keep you on your toes. Try not to be too freaked out; you'll make a few, or many, mistakes on your first few shows. This should improve over time

Know Your Audience

Get to know your audience. Ask them to check in.

This often happens during a program with audience participation. Use ticket giveaways, contests, call-in voting, polls to get listener feedback.

This helps build your listenership.

You can build your audience even more by having a website or social media outlet where you can post playlists and listeners can get in touch with you.

Transitions

When you're reaching the end of your show (15 minutes or so), it's always a good idea to start cleaning up the studio of all your music and research materials (notes, magazines, etc.) so the next DJ can slide in easily and not be tripping over all of your stuff.

Make friends with your radio program neighbours - those on air before and after you - as there will undoubtedly be times when you (and they) need a little help.

Be courteous and try to start and end your program on time.

Remember, have fun and enjoy your time here. This is an important service we're providing to the community and every week we get calls from listeners thanking us for what we do. Work hard on your show and you'll be rewarded a thousand times!

Professionalism

- Here are some quick tips on what to avoid in order to gain more listeners. Be smart and think about your audience!
- Don't talk about the process of creating your program "So now I'm just cueing up a cd here..." It is boring and often makes you sound like a dolt.
- Do not use words that listeners don't understand. How many people in the community know what "Cancon" or a "PSA" (Public Service Announcement) is?
- Be aware of verbal "tics" like "Ummm," "uhhh" these will drive your listeners crazy. It is a good idea to record yourself to listen to how you sound on-air.

- Unless it's positive do not add commentary to any advertisements.
- Don't accept requests that don't fit your format.
- Answer the phone as you would for any "real" job. Be courteous and don't argue with callers. If someone has a complaint have them phone the paid staff.
- Do not insult other programmers or the station on a live mic - it's very unprofessional.

Post-Programming Tips

Post Programming

Listen to your show

It's a good idea to record your show periodically so you can listen back to it and hear how it sounds. It's hard to really critique your show when you're doing it because you're thinking of so many other things. By listening back to it you can get a really good idea of what works and what doesn't. Getting friends and family to listen and give you feedback is a good idea as well.

Mailbox and communication

If you get a program you will get a mailbox. Volunteer mailboxes hang at the entrance, please check your mail for giveaways and important notices.

Programming Committee & Reviews

The programming committee conducts regular programming reviews of new shows. The committee reviews all of the new programs:

- 1) To ensure that CKUW is fulfilling its mandate and programming goals and;
- 2) to give programmers constructive feedback on their programs.

The review will give you feedback on your logging practice, quota fulfillment and general programming. If you ever have technical or content questions about your program, talk to the staff. They'll be more than happy to answer any questions you may have.

Quality Control & Cancelations

There is a three (3) month probationary period for all new radio programs on CKUW, and programs that do not adhere to CKUW rules, the Broadcast Act, CRTC regulations risk immediate cancelation. Furthermore, CKUW reserves the right to cancel programs for the following reasons:

Poor Quality. This includes but is not limited to programs are not in keeping with the show application that was approved by the Programming Committee, programs have a history of sloppy production after extra assistance, and programs that do not consider the listener.

Content. (See rule #2) CKUW strictly forbids the advocacy of racist, sexist, homophobic, ageist and other material of a similarly abusive nature. Programs broadcasting offensive material will be subject to cancelation.

Unique & Relevant. In the event a radio program ceases to be original and unique in its scope, and or relevant to the Winnipeg community, and no longer supports the mandate of CKUW, it will be subject to cancelation.

Scheduling. CKUW reserves the right to preempt regularly scheduled programming for special broadcasts with at least two weeks notice.

Who is Listening?

At any given time of day, over 7000 Winnipeggers are listening to CKUW and up to 20,000 people tune in for specific programs. We know that our general listening audience is broad in age. We also know their interests are varied. Regular listeners tune in because they find value in our broadcasts over other options on the airwaves.

Apart from the general listener, we all have a specific audience that appreciates the radio show we do. Sometimes they are people we know - friends and family - and sometimes they make up a niche market. Using a little creativity, begin to identify not only your current listeners but your target audience, too. Understanding your audience will help you broadcast to them.

FUNdrive - Prep Year 'Round

All on air programmers at CKUW must participate in FUNdrive - beginning the first Friday in February and continuing for 8 days. That is, they must attend one of the mandatory FUNdrive meetings and deliver a show during the on-air campaign week with a focus to raise money for the station. In order to meet our FUNdrive target, we expect programmers to raise \$360/hour of their programs.

We fundraise for three reasons:

- Raise Money
- Raise Awareness of the station
- Build the station

The key to FUNdrive success lies in understanding and utilizing The Giving Path, a step-by-step approach to motivating people to donate developed for the public broadcast system in America - PBS and NPR.

The first step in The Giving Path is for people to become regular listeners to your show and to the station. The likelihood that people will donate to FUNdrive is decreased if they are not a regular listener. Every week, encourage your listeners to tune in again next week at the same time. Introduce your listeners to programs on CKUW that are similar in nature. Lead them to the program schedule to discover the wide variety of programming available on CKUW.

The next step along The Giving Path is to make your listener aware of our need for their support. Saying things like 'We are listener-driven radio' or 'CKUW is community access radio' are ways to start to communicate this concept. Year long, CKUW relies on people in the community to tune in so we have listeners for the radio we make. We rely on listeners for feedback - both criticism and praise - and to help keep us accountable that what we broadcast is relevant, interesting and unique. Finally, we rely on listeners to contribute to our programming through requests and by becoming programmers themselves.

On The Giving Path, we must be able to take our listeners that next step and convince them that our need for their support is valid. Our listeners are responsible for helping us fulfill our mandate, and as a campus-based community station that is to 'broadcast material conceived, performed and produced by local individuals and groups which is primarily intended for, and oriented to, the concerns and interests of the local community.'

The on-air fundraising campaign, FUNdrive, is when the final two steps of The Giving Path come into play. During FUNdrive, we ask that listeners accept their responsibility for helping us meet our needs and pledge their financial support to the station. In order for listeners to be able to take this step, they must be familiar with and appreciate the preceding steps in The Giving Path, namely that their support is crucial to our organizational structure and integrity, and that our need for that support is valid. Only with this level of appreciation and understanding, will listeners engage the last step in The Giving Path: determine a pledge amount, call in and finally honour their pledge by paying.

Fill In Hosts

It is your responsibility to find fill in hosts for your program if you are going to be absent. If you will be absent for more than three weeks, notify the staff of your plans. Programmers who are absent for more than three weeks must apply for a leave of absence. Programmers who fail to do so will have their programs suspended indefinitely.

Responsibilities outside the station

Communication

Please keep in mind throughout your time at CKUW that communication is vital - not only with the staff, but with your fellow volunteers as well.

If you have anything you want to discuss with the staff regarding your involvement in the station, let us know and we can set aside some time and meet. Not only will this make your involvement in the station more enjoyable and productive, but it will help us run the station more effectively and efficiently.

Most of the problems we've experienced in the past could have been avoided had there been some communication and discussion early on. This could be anything from ideas you may have for programming, new station projects & developments, problems or concerns with your show, taking some time off, critical situations you've noticed around the station with visitors or other volunteers, etc.

Promoting the Station

Promotions are an important part of any radio station. Every volunteer should do their best to promote the station and their program, but some promotions strategies are better than others. There is an outreach and promotions committee that can help you in your endeavors. If you are planning on creating any posters, flyers or handbills, please get them approved by the staff first. The staff can provide you with a copy of the station logo which must appear on any promotional material.

When talking to people about the station encourage them to contact the staff if they have any questions about our programming and what we do. Community awareness and participation is one of the chief goals of the station - we can all help work towards that.

On-air giveaways are a big part of commercial radio, but at 95.9 fm CKUW we have to be careful to keep track of contests. If there are prizes to be given away during a program, the host will receive a giveaway-form to record the prize winners. Do not run un-authorized contests or giveaways.

Poorly organized contests will do more to harm our reputation than help it. There should never be a situation where a prize winner comes to collect and staff are unaware of what the listener is talking about.

Programming Proposal

Before Programming Proposal

Make it as obvious as possible to the staff and Programming Committee as to **WHY** they must include a program like yours into CKUW's schedule. Before or after you apply for a program you must speak to the staff about receiving more hands on training with our existing programs. A new volunteer may be paired with a senior volunteer mentor to assist with the development of a new program. Development and planning is fundamental to creating a successful program.

What are my chances like?

In reality, getting on-air can take a while. Remember that our schedule doesn't often get a lot of turnover so we aren't likely to grant new programs to volunteers that haven't put in time helping out and proving their reliability.

Scheduling, format and experience are all considered when assigning new shows, but above all else, well developed programming is the primary concern when accepting new applications.

Passing the torch?

It's important to listen to CKUW 95.9 FM programs. You may have a great idea for a program but chances are we may have a very similar program. Many of our long time programmers found shows that they'd enjoy hosting.

[Download Programming Proposal Guideline.](#)