Welcome!

Thanks for your interest in presenting a program on ALIVE90.5 FM.

We are a community radio station, run by the community for the community. Your community can be geographic (Go Hills!), cultural or musical. However you define your community, we going to love your proposal and ideas.

I am sure you will find a happy home at ALIVE90.5 FM, as we work together to support the Station and your mission.

The process to get you on air is simple:

* You follow this document and develop your Program Proposal. Send your first draft to [pcc@alive905.com.au](mailto:pcc@alive905.com.au)
* I will share with the Programming Committee (PC). We will review and send you our comments on your program proposal. We will fine tune with you, back and forth.
* Membership applications submitted and paid
* Start presenter training with you and your other presenters
* Presentation to the PC: Come to the PC meeting and present your program.
* Launch!

ANY QUESTIONS?

Email Program Committee Chair [pcc@alive905.com.au](mailto:pcc@alive905.com.au)

Good Luck!

PROGRAM PROPOSAL

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| --- | --- | --- | --- |
| NAME: |  | DATE: |  |
| PHONE No. |  |  |  |
| EMAIL: |  |  |  |
|  |  |  |  |
| PROGRAM TITLE: |  |  |  |
|  |  |  |  |
| PRESENTER NAMES: |  |  |  |
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Tell us about yourself:

Previous media experience

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Previous music experience

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Why do you want to be on radio?

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YOUR SHOW

The first step to jumping into a new radio program is to set your show’s brief. This is a short blurb (1-2 sentences) on what your show is setting out to achieve. But first, let’s dig a bit deeper.A good radio program:

1. Knows its mission
   * What do you want your program to achieve?
   * Example: The Science Show- “Our mission is to make young people more informed about science”
2. Will show your Passion
   * The best radio makers are passionate about their content.
   * They care about what they are producing and why they are producing it. Your passion will shine through in your voice and in the quality of your content.
3. Knows its audience
   * Who do you want your audience to be?
   * Example: The Naughty Rude Show- “Our audience is young people aged 12-25 who are curious about sex and relationships, but who don’t know where to get advice or information from”
4. Owns its topic
   * Do your research. You should know your topic back to front before you enter the studio. Your audience are relying on you to give them reliable information.
   * Example: The Video Game Hour- “I read gaming blogs each week to make sure I know all the latest releases and any big news in the video game industry”
5. Sets a tone
   * How do you want your audience to feel when they tune into your show?
   * Example: Panorama- “Panorama is a news and current affairs show. We want to be treated as serious journalists so the tone of our program is authoritative and professional”
6. Is Sustainable in the long term or for a Season
   * Is your program sustainable?
   * Can you possibly think of 10-12 weeks of content/topics to talk about?
   * Map out and plan your topics over a season - if you don’t have enough to talk about consider broadening the scope of your program.



Take some time, think, work and write on the following:

Your mission:  
*(what do you want your program to achieve? This can be a single statement or a few key content ideas you wish to set out to do.)*

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Your program’s tone:

*(how do you want your audience to feel when they tune in? Think about what genre your program is, eg. Comedy- light, humorous tone)*

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Your program’s audience:

*(who are you setting out to speak to? Eg. Students? A particular ethnic group? People interested in a particular topic?)*

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| Age ranges (circle): under 12 12-17 18-24 25-34 35 & older |
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After coming up with the concept and brief of your show, it’s important to think about how your show is going to last over a sustained period of time.

My program will be sustainable because:

*(Can you think of 10 weeks of topics, content, guests to talk about)*

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Show Brief

By combining these elements you can develop the brief (or aim) of your show? By defining this brief you can always look back whenever you’re developing content. If the content has the same aim as your show brief, it will make everything (music, content, guests) combine beautifully and result in a strong program.

What is your show brief (aim for 1 - 2 sentences)?

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| ***“Oh I am so glad I wrote my talking points on this running sheet before the show”*** |

Program Outline

Working out an outline for your program can be very beneficial. It will help you understand how to develop content that will make your show sustainable and also aid in making your show feel like it is progressing forward.

When you are planning your program outline, simply write out each of your episodes, adding any notes next to the program. These outlines do not need to be used like a strict rulebook but are helpful documents to look back on if you’re ever stuck for content.

Think of your outline as planning out chapters in a book- what will go in those chapters? There could they be:

* Themed weeks
* Events related to your show that you can cover
* Potential interview ideas
* Events to get your audience involved (eg. text in questions, contest etc.)
* Segments ideas
* Regular segments that progress and differ each week

10 week Program Outline

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| **Week/Air Dates** | **Ideas** |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |

Let’s look at your program in more detail

Music styles

*(what do you want your program to achieve? This can be a single statement or a few key content ideas you wish to set out to do.)*

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Community

*(how do you want your audience to feel when they tune in? Think about what genre your program is, eg. Comedy- light, humorous tone)*

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Sponsors

*(Brainstorm who might want to advertise to your community*

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| Age ranges (circle): under 12 12-17 18-24 25-34 35 & older |
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| A great Radio Show |
| ***A great radio show*** |

Questions?

1. Program Committee (PC) will review your proposal and send you a first pass on comments.
2. Update your Program Proposal
3. Membership applications submitted and paid
4. Start presenter training with you and your other presenters
5. Program Proposal will be submitted to the Program Committee (PC)
6. Assuming approved by the PC , Station Chairperson will also review.
7. Present your program to the PC
8. YOUR PROGRAM IS APPROVED!

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| ***Maxine liked to sit in the Presenters Chair and dream about her radio show*** |