

Exchange Radio

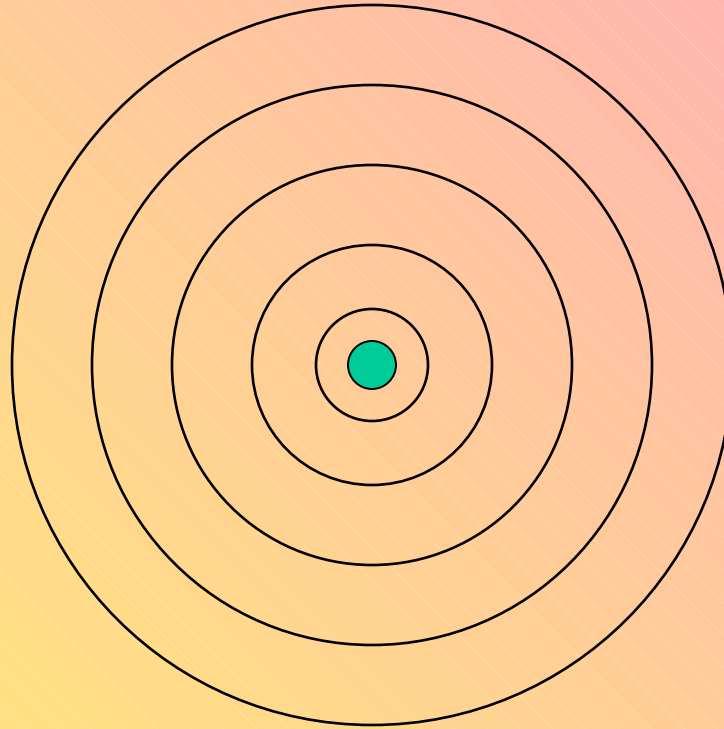
87.7Mhz FM

- **6th to 8th November 2007**

Exchange Radio Project

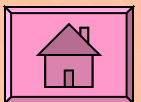
- **What is radio?**
- **What Do You Need to broadcast?**
- **Programmes**
 - Linking**
 - News**
 - Presentation**
 - Preparation / Production**
- **Interviews**
- **Jingles / Trailers**

What Is Radio



Electro-Magnetic radiation (Radio Waves)

are used for radio television satellite

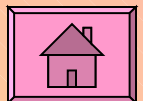
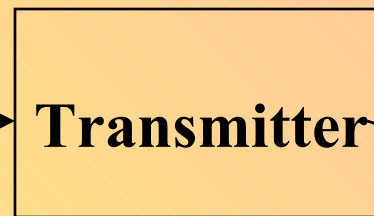
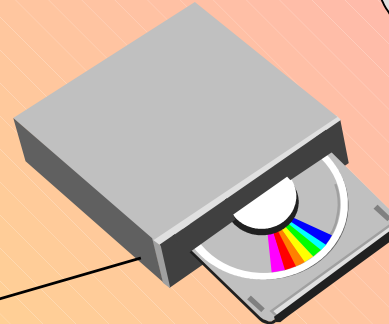
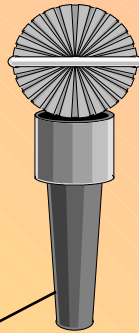
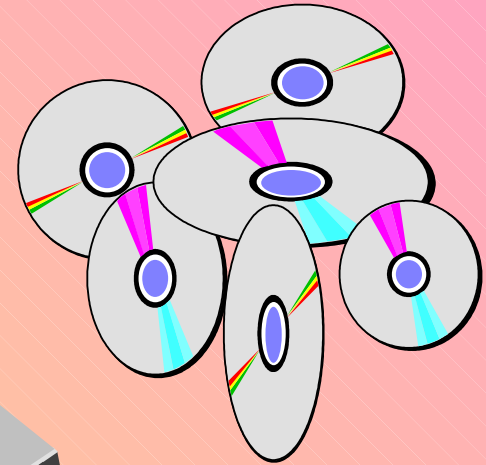


What Do You Need to broadcast

Live



Recorded



Linking Programmes

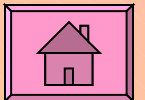
To join two programmes together

The ability to adlib while being informative

Finish on time and make sense

‘Fill in’ during problems

Be assertive



News / Documentary

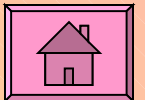
**These types of programmes take the most time to
research & prepare**

Information must be true & unbiased

Sources of news

Local paper / Police/ Hospitals / Council

Copyright of material



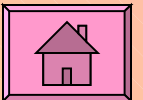
Programme Presentation

Prepare! Prepare! Prepare!

Know your subject

Know your Audience

Be Affirmative



Programme Preparation

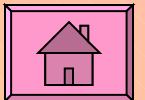
Why do you want to make the programme

Prepare! Prepare! Prepare!

Research your subject

Know your Audience

Get your timing right



Interviews

What is the reason for the interview

Prepare! Prepare! Prepare!

Research your subject

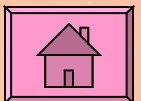
Know what Audience wants to hear

Prepare questions in advance

Listen to your interviewee as other questions may arise but try to ensure all subjects are covered

Avoid yes/no questions

Watch levels & background noises



Jingles / Trailers

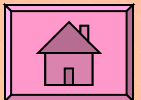
Jingles - Identify the station & set the tone of the station/programme

Trailers - Gives information about future programmes

Infomercial - Promotes a product or service

These are like mini programmes

Get your message over in a very short space of time



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