

Running, Operating and Presenting Community Radio

SCHEME OF TRAINING

TARGET GROUP :- MANAGERS, CONSULTANTS AND SENIOR VOLUNTEERS

- Station Policy – confirmation - setting
- Rules of the Station
- Programming Direction – Clock Feature (Station)
- Specialist Slots
- Imaging – on air jingles sweepers themes and logo blocks & pop up banners
- Target Demographic
- Funding Avenues
- Marketing
- Roadshow Market Place Presents
- Automation
- External Programming Policy
- Presenter Volunteer expenses, contra & airtime
- Online Presents, Content, Face Book & Twitter
- Volunteer Support & Training
- Studio Booking Procedure and logging usage
- Data protection

TARGET GROUP :- ALL VOLUNTEERS

Induction

- Welcome
- What is The Station
- How Does It Work
- What Can It Do For You
- What Can You Do For It
- What Benefit does it provide
- What Are You Skills
- What availability doe you have for volunteering
- What availability do you have for training

TARGET GROUP :- ALL

- Station Aims
- Station Rules
- Safe Working Practice
- Training & Development
- Child Protection
- Induction
- 1-2-1 support, coaching, appraisal sessions
- Innovative Programmed – Training & Coaching
- Communication Email Groups

TARGET GROUP :- MANAGERS, SENIOR PROGRAMMING TEAM AND SENIOR VOLUNTEERS

DUTY MANAGERS

- Duty Manger Responsibility
- Chain Of Command
- Last Minute Shift Cover
- Back up Automation
- Personnel notes on Volunteer files
- Communication
- Volunteer Support
- Scheduling Logs Reasonability's and Procedures
- Audio Loading onto the system inc PRS

TARGET GROUP :- SALES TEAM, PROMOTIONS, MANAGEMENT, TRAFFIC AND CREATIVE TEAM

- Sales in Radio
- Campaigns, length, duration impact
- Sponsorship
- Competitions
- Idea's for Clients
- Roadshows
- Online
- Accountability pro's and con's
- Traffic and Accounting paper work and procedure
- Manage Expectations
- Legal do's and don't
- Contra Deals
- Record Keeping

TARGET GROUP :- PROGRAMMERS, PRESENTERS, NEWS TEAM AND PRODUCERS

- Desk Operation
- Cool Edit Operation Basic
- Cool Edit Multilayer

- Myriad Operation, Search, Position Codes
- Input Guide Lines for Myriad

- Editing Scripts for radio
- Broadcast Law
- Rules of The Station
- Keeping Records
- Obituary Procedure
- Problems and what to do

TARGET GROUP :- PRESENTATION STAFF, PRESENTERS, PRODUCER, PRODUCTION ASSISTANTS

- Station Image
- Show Content & Planning
- Imaging The Show
- Local Content
- Back Timing
- Interaction
- Callers, Texts and Email
- Clock Construction
- Features
- Assistants Role
- Automation
- Sounding Live
- Real Time
- Links
- Seg points
- Logging
- Promo's
- Pod casts
- Putting Audio on System & PRS

TARGET GROUP :- NEWS TEAM (NEWS SPORT WEATHER TRAVEL EDITOR), PRODUCERS AND COMMUNITY LIAISON

- Content
- Local Content
- Community Information
- Copy Sources
- Communication Information
- Procedure for Community Information
- Cross Department Communication