

CONTENT PREPARATION AND MANAGEMENT FOR THE RADIO AND PODCASTING



MODULE 3



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01. LEARNING OBJECTIVES

- ✓ In Module 3, our objective is to empower **individuals to become active creators of media** and **amplify their message**. This Module aims to enhance communication skills and raise awareness of both personal and community experiences.
- ✓ The **interactive content** available in this module and a short quiz, is designed to facilitate active engagement and assess the grasp of the course content, fostering a well-rounded learning experience.





02. MEDIA LAW

In this section, we aim to provide you with a solid foundation for navigating the legal landscape of media content creation we'll explore the essentials of media law, from licensing requirements to EU regulations.

We'll also delve into legal considerations for radio and podcast production, covering key aspects like copyright and intellectual property.





MEDIA LAW

Media law generally provides for the regulation of the production and use of any type of media, including internet, television, radio, and print media. Generally, media that is broadcast and accessible to the public is subject to a high level of regulation.

These regulations encompass a wide range of aspects, from content standards to intellectual property rights. They serve to strike a balance between safeguarding freedom of expression and ensuring responsible and ethical media practices.



LEGAL CONSIDERATIONS IN RADIO AND PODCAST PRODUCTION

The most common legal issues related to the production and use of radio and podcasting come (essentially) from the use of any third-party material that you may include, such as:

- ✓ interviewing people or reusing content without the proper consents in place
- ✓ a logo you use to sell or advertise your podcast
- ✓ a song that you use in your podcast's intro
- ✓ a poem that you read aloud



MOST COMMON LEGAL ISSUES

Navigating the legal landscape in radio and podcasting is crucial for creators. It involves understanding various aspects.



Intellectual property

Primarily copyrights and trademarks.



Licensing issues

For intellectual property (copyrights, trademarks)



Free speech issues

Ex. limitations on obscene or defamatory content



Publicity rights

The commercial use of their name, image, or likeness.



COPYRIGHT AND RADIO BROADCASTING - PODCASTING



Copyright is meant to protect original works of authorship that are fixed in a tangible form of expression, such as a physical copy, videotape, film, vinyl, cd, or mp3 file. As technology evolves, the concept of "tangible form of expression" has expanded to include digital formats, recognizing the significance of **digital media** in modern content creation and distribution.

It gives the creator of the fixed work exclusive right to display, perform, make copies or distribute, and/or prepare derivative works of the original work.

The law rewards your creativity by protecting it, and once you are the copyright owner and holder, you have the exclusive right to use the original work.



WHY IS IT RELEVANT?

There are many fundamental production, content and transition elements in a successful podcast - radio broadcasting:



- ✓ intros/outros;
- ✓ artwork and logo;
- ✓ music;
- ✓ the story/interviews;
- ✓ promotional spots - underwriting; etc.

All these pieces of the puzzle carry varied risk of infringement.



INTROS/OUTROS

Most intros and outros consist of some mix of music and speech.

Music is copyrightable once recorded: you cannot simply search the internet for music or sound that you like and splice it in.

You will need the artist's consent for any music that you use. There are several sources for music that have been specifically licensed for media use on [Creative Commons Search](#) or [Freesound.org](#).

ARTWORK

Any artwork or photography that you use to market your radio or podcast (ex. on a blog featuring your podcast) will either be your original work or be licensed for use by the owner.

The web offers several free or low-cost options as:

- [Canva](#) to create any graphic content
- [Pixabay](#) to download free or low-cost photos and images
- [Creative Market](#) to easily get ready graphics

MUSIC

Even small samples of recorded music cannot be used without licenses.

There are some sources of royalty-free music, such as [mixkit](#). If you pay the due fee to the appropriate rights holder, then you will be able to use whatever music you like.

In EU countries, copyright protects intellectual property until 70 years after the death of the last surviving author.

Each country has its Copyright Protection Society, or an equivalent.

TIPS TO AVOID COPYRIGHT INFRINGEMENT:

USE ORIGINAL CONTENT



Using original content is by far the easiest way to avoid infringement because you are the creator! It does not have to be an original idea, but it does have to be an original expression of an idea.

Make sure to include a copyright notice on your work – such as the "all rights reserved" text, or the © symbol – together with the year the work was created.

If you create literary, scientific, and artistic work (as a podcast), you automatically have copyright protection, which starts from the moment you create your work, so you don't need to go through any formal application process.

Although not required, registration is completed with the National Copyright Office.



TIPS TO AVOID COPYRIGHT INFRINGEMENT:

ASK FOR PERMISSION



Always ask a rights-holder/creator for permission to use their work. The request would be in writing, clearly and concisely defining the intended use of the work(s) and the assent to the use would be in writing and unequivocal. Even better, would be to have a more formal, written licensing agreement signed by both parties.

Permission is NOT required to use the following:

- ✓ Use of works that are in the public domain;
- ✓ Use of a fact, idea, theory, slogan, title, or short phrase;
- ✓ Use of Creative Commons licensed content;
- ✓ Displaying a work of art to critique it;
- ✓ Quoting a few lines from a song while doing a music review.



PUBLICITY RIGHTS AND RADIO BROADCASTING - PODCASTING

The right of publicity is the right to control the commercial exploitation of a person's name, image, or persona to sell products or services. Images, signature, likeness, discernible voice, and appearance in a video/broadcast/on the radio are all included within a person's publicity rights.

Whenever you have someone make an appearance on your podcast and/or feature images of them on an accompanying blog or website about your podcast, you will need to get their permission to do so.



TIPS TO AVOID PUBLICITY RIGHTS INFRINGEMENT:

WRITTEN RELEASE

Before you feature anyone, they need to sign a written release of their publicity rights in connection with your podcast or radio channel. EXAMPLE:

"I, _____, hereby grant [Podcast Entity], its successors, and assign a worldwide, irrevocable, unconditional, royalty-free right and license (with full rights to sublicense through multiple tiers) to:

(1) use my picture, voice (including all written or verbal statements), appearance, name, likeness, actions, statements, performance, and biographical information (such as my X/Twitter handle) (collectively referred to as my "Publicity Rights" for the purposes of this agreement), and

(2) copy, distribute, perform, display, modify, and generally exploit my Publicity Rights, including without limitation to advertise, promote, or market all or portions of the Podcast and related programs and courses (e.g., compilations, mini-series, or best-of).

This license is perpetual and applies worldwide. I acknowledge that I have read, understood, and agree to the terms set forth above."



TIPS TO AVOID TRADEMARK INFRINGEMENT:

CHECK REGISTERED TRADEMARKS



Make sure that your podcast/radio name is not already associated with a registered trademark in the media space and/or includes registered logo mark.

To avoid people infringing on your mark, successfully register your mark and use the ® symbol to denote that your trademark is registered.

If you want to register your trademark in your country, please contact your national office. If you want to register your trademark in Europe, contact the EUIPO, it is the European Union Intellectual Property Office responsible for managing the EU trademark and the registered Community design.





TAXES

As a Community broadcaster, any income generated will typically be used for non-profit purposes. For individuals, you will be taxed for anything that you're making money from – and this includes your podcast or web-radio, if they generates any income.

It's best to speak with a tax advisor on the best way to comply with your tax obligations in your Country.

EU LAW

The ownership of broadcasters is regulated by the EU member states under their national broadcasting laws. National law must comply with EU law.

EU law prohibits any national restrictions on the freedom of movement of goods within the EU (including, eg, material, sound recordings and other apparatus for broadcasting) – art.34 of TFEU;

EU citizens and companies have the right to establish businesses in other EU member states (including, eg, broadcasting businesses) – art.49 of TFEU;
prohibits national restrictions on the freedom to provide services by EU citizens (including, eg, television and radio broadcasting) – art.56



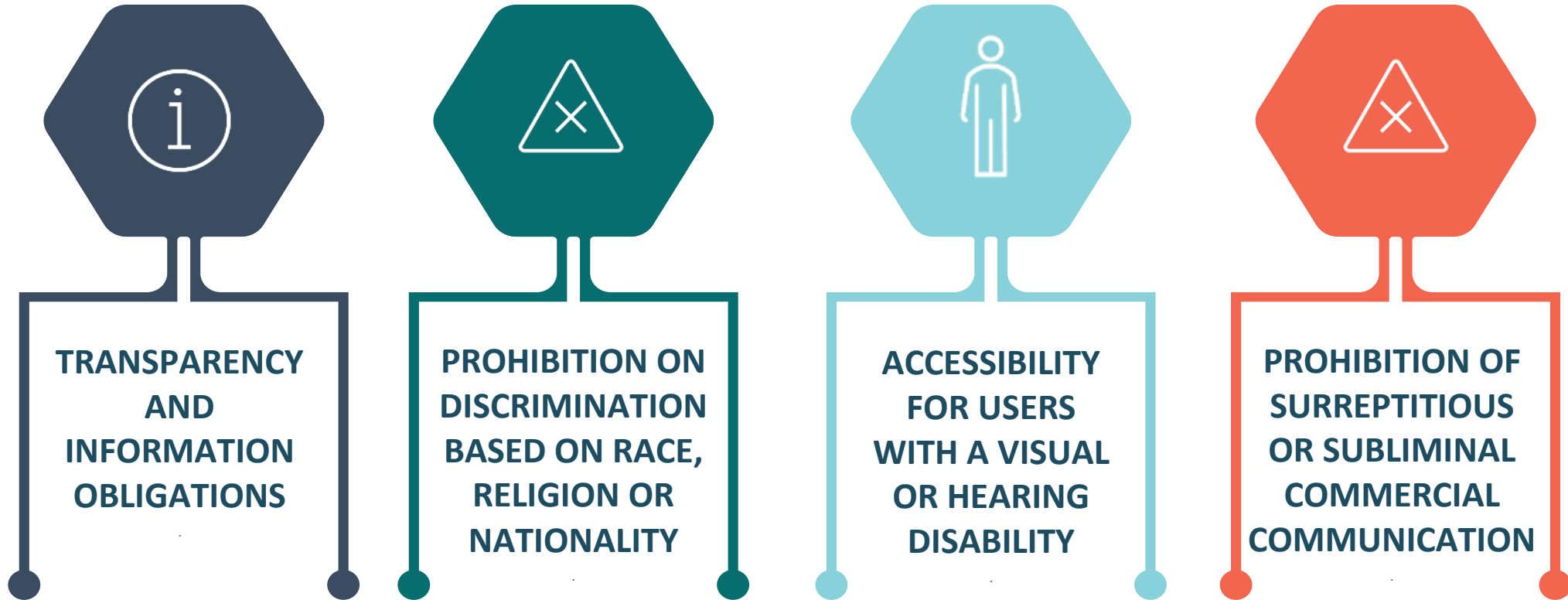
LICENSING REQUIREMENTS

The licensing requirements for broadcasting, fees and timescales for authorizations are generally regulated by the EU member states.

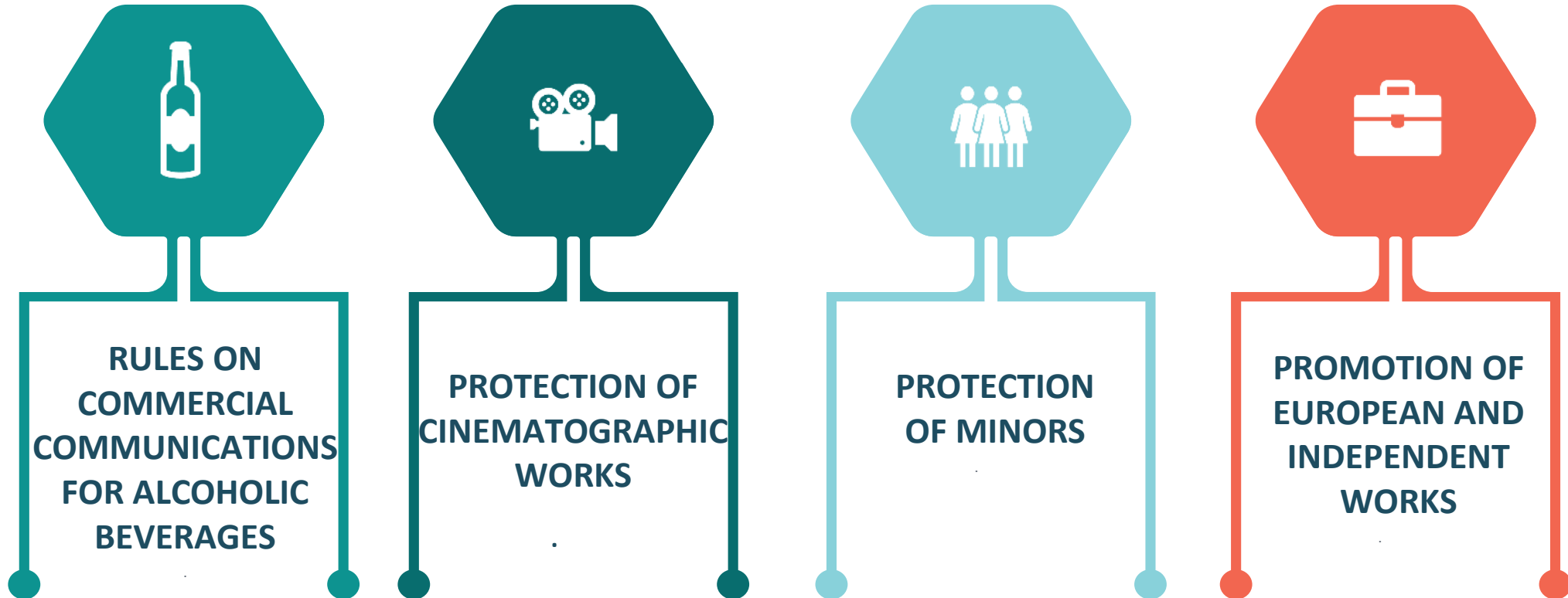
The [EU AVMS Directive](#), however, specifies which EU member state is competent to regulate a broadcaster (under the 'country of origin' principle) and sets out certain common minimum requirements and standards with which broadcasters must comply and that are enforceable by national authorities.



LICENSING REQUIREMENTS



LICENSING REQUIREMENTS



LICENSING REQUIREMENTS: HOW TO DEAL WITH THEM?

Legislation Research

Visit the website of the country's media regulatory authority to find official information on licenses and requirements.

Financial Planning

Carefully assess the costs associated with obtaining licenses and launching your broadcasting service.

Platform Selection

Determine whether your broadcasting service will be distributed via radio, internet, or other platforms. Each option have different requirements.

LICENSING REQUIREMENTS: HOW TO DEAL WITH THEM?

Application Procedure

Once you have a clear understanding of the licensing requirements begin the application process.

Ongoing Compliance

Keep administrative documents in order and stay informed about any changes in laws.

Monitoring and Evaluation

Monitor your broadcasting service closely, gather feedback from your listeners and evaluate performance. This will help you improve the quality of your service.

Insurance

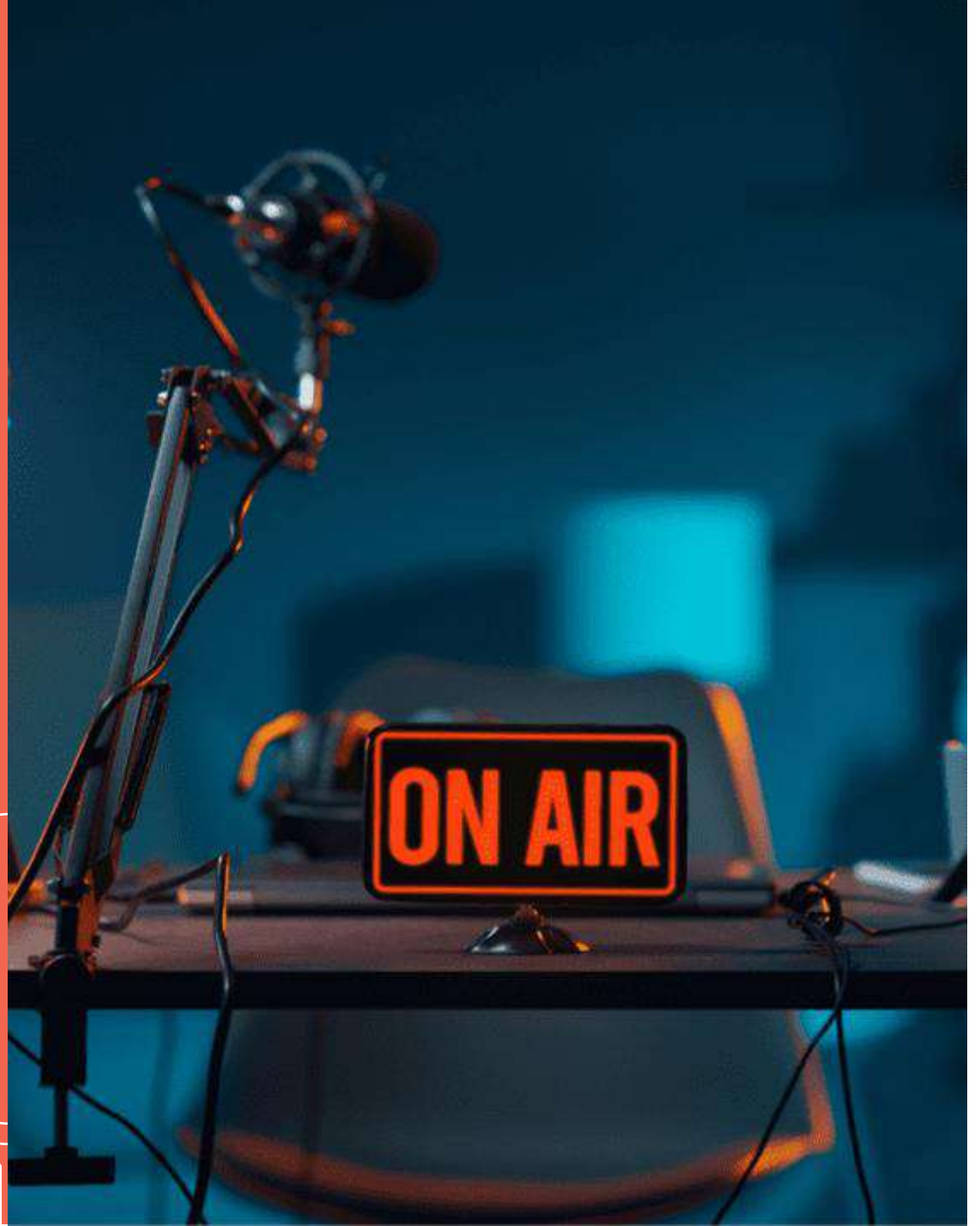
Consider obtaining adequate insurance coverage for your broadcasting service to protect against potential risks.



LICENSING REQUIREMENTS

Remember that the process of obtaining broadcasting licenses can take time and effort, but adhering to regulations is essential to avoid penalties and legal disputes.

A well-planned and legally compliant startup will increase the likelihood of success for your broadcasting venture in Europe.



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Broadcasting licenses for podcasts:

The case of Germany

SOURCE: <https://www.skwschwarz.de/en/details/podcasts-and-the-law>

What is broadcasting?

Broadcasting is defined as the simultaneous (i.e., linear) distribution of broadcast material to the general public according to a programming schedule, with journalistic and editorial content.

Under what conditions is broadcasting not subject to licensing?

Even if your podcast is to be classified as broadcasting according to the aforementioned prerequisites, the licensing requirement does not apply if your podcast is either only of minor importance for the formation of individual or public opinion, or only has a small reach.





03. PROGRAMME DESIGN AND PRESENTATION

In this section, we will discover the key elements that make a radio programme truly stand out. We will discuss the importance of format, running order, and content selection, providing valuable insights on how to keep your audience engaged and captivated throughout the broadcast.

Whether you're interested in news, special interest topics, entertainment, music, or talk shows, we'll teach you how to tailor your programme to meet the preferences of your audience.





PROGRAMME DESIGN

- ✓ A programme is your thing, it is an idea born by chance, from a reasoning or from the need to communicate something.
- ✓ Each programme requires preparation before the broadcast is made, thinking about the contents (what to say) and the running order.
- ✓ You need to catch the listener attention, making yours what you are saying and telling. Listeners are demanding and they listen by choice and not by chance.
- ✓ You need to dedicate time to your programme, to shape and improve it, day by day. Then adapt it to the emerging needs over time.



ELEMENTS OF PROGRAMME DESIGN

When crafting a compelling programme, three key elements come into play:

- ✓ Running order
- ✓ Contents
- ✓ Form

These three components work in tandem to shape the overall experience.

CONTENTS

Choose the theme, the topics to be addressed, and the headings to be included in the programme. All of them depend on the type of radio and programme.

RUNNING ORDER

Duration of talks, when to broadcast a track, when the commercial (if any), when to launch the interaction with listeners or with guests, and its length.

FORM

How to introduce a topic and how to deepen it: build suspense before a break, pair it with relevant music, or use it as a focal point for guest interviews.



PROGRAMME DESIGN STEP BY STEP



**CHOOSE YOUR
FORMAT**

✓ The first crucial step involves selecting the appropriate format that aligns with your content's goals and audience.



**WRITE YOUR
PROGRAMME**

✓ Following this, the process delves into the art of effective storytelling through meticulous scriptwriting and planning.



PRESENTING

✓ Finally, the programme transitions to the presenting phase, where hosts and guests bring the content to life.



CHOOSE YOUR FORMAT

When it comes to creating compelling content, the design and presentation of your program play a pivotal role. The format you choose sets the tone and dictates how your message will be conveyed to your audience. Here are several distinct types of formats to consider, each with its own unique strengths and purposes:



News programme



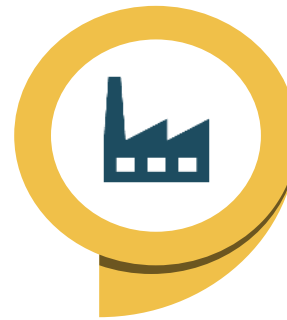
Entertainment



Music



Talk show



Special interest or cause based programmes



Morning or night shows



Current affairs



Magazine programmes





News programme

For those seeking to deliver timely information and updates in a structured and reliable manner.



Entertainment

Infuse your content with elements of excitement, drama, and amusement to captivate your viewers.



Music

Utilize the language of melodies to evoke emotions and enhance the overall viewer experience.



Talk show

Engage the audience through dynamic conversations, inviting diverse perspectives and fostering dialogue.



Special interest or cause based programmes

Dive deep into specific community interest fields, catering to a niche audience with specialized content.



Morning or night shows

Tailor your program to cater to the preferences and routines of your target demographic.



Current affairs

Stay on top of pressing issues and events, providing insightful analysis and informed perspectives.



Magazine programmes

Blend a mix of features, interviews, and stories to offer a well-rounded experience.



CHOOSE YOUR FORMAT

- ✓ **Formats give structure** to your radio show or podcast. They are the elements of your broadcast that your listeners will hear.
- ✓ Your first task is to **figure out the subject or style of program you would like to create**. What's your passion? Maybe you want to share a particular kind of music, for example multicultural music show, or maybe you want to discuss politics or local sport. Leverage your interests and think outside the box if necessary.
- ✓ **Remember to consider your audience**, you broadcast to the listener, and ensure you interact with them.
- ✓ Do some **research** after settling on a topic or theme but try to make your program different.





NEWS PROGRAMME

Radio offers a fast means of disseminating news. News is our community is particularly important to all of us because it keeps us informed as to what is happening, it satisfies our curiosity and concern, and it provides us with basic facts which enable us to make up our minds and so join in the general discussion which leads to community action.

News can have specialist spheres of interest in community affairs: politics, the work of government departments, law, transport, communications.





NEWS PROGRAMME

Type of news:

- ✓ **Hard news:** the reporting of important events in your community. Consider your diverse audience.
- ✓ **Soft news:** news of a more informational nature and not as immediate or, in the opinion of a news editor, as important as hard news.
- ✓ The basis of a news story is said to be found in the following words: **What** (happened)? **Where** (did it happen)? **Who** (did it happen to)? **When** (when did it happen)? **Why** (did it happen)? **How** (how did it happen)?



ENTERTAINMENT PROGRAMME

An entertainment radio programme is a curated broadcast designed primarily to engage and amuse listeners, offering a diverse range of content to captivate and entertain.

KEY ELEMENTS:

- ✓ **Engaging Segments:** Incorporate interactive elements, games, and lively discussions to captivate the audience.
- ✓ **Diverse Content:** Include a mix of content that appeals to diverse audiences, for example, multicultural content.
- ✓ **Dynamic Hosts:** Enthusiastic and charismatic hosts who connect with listeners and add a personal touch to the show.



ENTERTAINMENT PROGRAMME

There are several types of entertainment radio programs, each designed to engage and amuse listeners in different ways. Here are some common types:



- ✓ Music shows
- ✓ Talk shows
- ✓ Comedy shows
- ✓ Variety shows
- ✓ Quiz and game shows
- ✓ Drama and storytelling shows
- ✓ Celebrity interviews and profiles
- ✓ Film and TV reviews
- ✓ Themed shows
- ✓ Interactive and request shows

Many radio programs can incorporate elements from multiple types to create a unique and engaging



MUSIC PROGRAMME

- ✓ Music fills by far the greater part of the broadcast day. It is the letterpress of radio between the news bulletins and featured productions.
- ✓ Any musical programme, whether from records or live, must have a form.
- ✓ The basic form of a musical programme is the unity of material used in it.
- ✓ There are numerous music radio programs designed to celebrate the rich tapestry of global cultures and the diverse tastes of our community. Some popular formats include: Global Pop Hits, World Classics, Urban Beats, Electro-Fusion, Folk and Traditional , Afro-Caribbean Rhythms, Latin and Afro-Latin Grooves, Rock Across Continents, Jazz from Around the World, and Diverse Blues, among others. **We encourage exploration and appreciation of these varied genres to foster understanding and**



MUSIC PROGRAMME PRESENTATION TIPS

- ✓ The announcer and the technical operator, who plays the records, should have a **good working arrangement** - a wave of the hand or a nod of the head may be the cue for the operator to start the track.
- ✓ **Link-continuity should be made interesting:** it can tell us something about the artists or the song or the popularity of the number - the announcer must get familiar with the artists' careers, albums, and even some fact of which they have been protagonists lately.
- ✓ **Too much talking** in a musical programme can annoy the listener: after all they want to hear the music not the voice.
- ✓ Do not talk over the lyrics, **do not cut a song short**, ensure you allow time on your running order to play the entire song so as not to annoy the listener by cutting it short.
- ✓ **Avoid telling private stories**, you are broadcasting to your audience, and they will be bored,





TALKS PROGRAMME

Talks were the earliest form of spoken word broadcasting. They are the simplest form and can still be the most effective.

A talk radio programme is a dynamic broadcast format that primarily focuses on conversations, discussions, and interviews on a wide range of topics. Unlike music-centered programs, talk radio places emphasis on dialogue and interaction.

Length - from a 1-minute contribution for a magazine programme to a 1-hour dialogue with several featured speakers and audience participation.





TALKS PROGRAMME

AUDIENCE

- ✓ The intended diverse audience must be clearly kept in mind.
- ✓ The programme intended for general listening has to be of popular appeal, the subject must be of wide general interest, and the words must be the familiar words which everyone uses.
- ✓ This does not apply to the more specialist talk aimed at a particular audience.



TALKS PROGRAMME FORMS

CONVERSATIONS

- ✓ The best of radio talks is a friendly chat built around one subject.
- ✓ It is a spoken composition that needs a unified structure: it has a clearly defined beginning, middle and an end.
- ✓ The writing should be lively, colourful and direct.
- ✓ It uses the action-words of everyday speech.

INTERVIEWS

- ✓ The radio interview is a lively variation of the talk: it brings to the microphone people who have something to say.
- ✓ Two kinds of radio interview:
 1. The personality interview which seeks to bring out the personality
 2. The information interview which seeks out facts.
- ✓ Interviews need careful preparation: research, drawing up a tentative list of questions and defining an end.

DISCUSSIONS

- ✓ Provides a platform for the exchange of ideas.
- ✓ Simple discussion - extension of the interview in which the interviewer plays a more positive or provocative role.
- ✓ Conventional discussions - a chairman taking place between participants.
- ✓ Discussion preparation: research, participants choice, questions definition, talking, preparing a running sheet, briefing the participants.



SPECIAL INTEREST PROGRAMMES

Special interest radio programmes are specialized broadcasts that focus on specific industries, fields of interest, or areas of expertise. They might cover topics ranging from agriculture and technology to healthcare and finance.

These broadcasts serve as a valuable resource for professionals and enthusiasts, offering in-depth insights, expert interviews, and the latest developments within their respective sectors. Listeners benefit from staying up-to-date with industry trends, gaining access to expert opinions, and acquiring valuable knowledge.



MORNING OR NIGHT SHOWS

Morning and night radio shows offer distinct experiences and cater to different audiences, providing a diverse range of content to suit various preferences and lifestyles.

Both morning and night radio shows play important roles in a station's programming schedule, offering content to accommodate the varied routines and preferences of their audience.

Whether it's providing an energetic jumpstart to the day or offering a soothing backdrop to the night, these shows contribute to a well-rounded radio



MORNING SHOWS OR NIGHT SHOWS

Morning radio shows typically kickstart the day with lively and engaging content. They often include segments like news updates, weather forecasts, traffic reports, and discussions on current events.

These shows aim to energize listeners as they begin their day, providing a mix of music, entertainment, and informative segments. Many also feature interactive elements, such as call-ins, contests, and interviews with guests. Morning shows often have a light-hearted and uplifting

Nighttime radio shows, on the other hand, cater to a different crowd. They often have a more relaxed and laid-back atmosphere, suitable for listeners unwinding after a busy day. Night shows may include soothing music, mellow discussions, and features that encourage relaxation and reflection.

Some shows might focus on specific genres of music, creating a specialised listening experience. Night radio also provides an opportunity for more in-depth conversations, interviews, and



CURRENT AFFAIRS

A current affairs radio show serves as a vital platform for in-depth discussions and analyses of the most pressing and relevant issues of the day. These programmes are dedicated to providing listeners with up-to-date information and insightful perspectives on a wide range of topics.

Key features of a current affairs radio show include:

1. Timely Updates
2. Expert Commentary
3. Balanced Reporting
4. In-Depth Analysis
5. Interactive Elements
6. Local and Global Coverage





MAGAZINE PROGRAMMES

- ✓ Magazine programmes in radio are dynamic and diverse shows that offer a broad range of content, often akin to the variety found in a magazine. These shows are characterized by their ability to cover multiple topics within a single broadcast, providing listeners with a mix of entertainment, information, and education.
- ✓ Magazine programmes in radio are versatile and engaging broadcasts that aim to captivate a diverse audience with a blend of entertainment, information, **and education** across a wide spectrum of topics. They cater to the curious and offer a multifaceted listening experience.

TIMING BUILDING IS FUNDAMENTAL



- ✓ It is important to establish the time of the interventions alternating with the music programming. **The structure helps you pace the programme:** it is relevant for the choice of the topics to deal with or the news to share (the so-called Talk).
- ✓ News is generally read at a rate of 120 words per minute.
- ✓ In estimating the length of a script, we must take into consideration the nature of the programme, the size of the type, and the length of each typed line.
- ✓ Until experience teaches otherwise, **the best way of timing a script is to read it through aloud.**



SONGS

The selection of the songs is a support to the talk because the songs' title or their language can be related to the talk as a support to the Speaker to introduce the news giving a sense of fluency to the programme for the listener.



FORMATTING THE PROGRAMME

A useful starting point for the formatting of the programme is:

- ✓ are you going to take breaks during your show to play a sponsor's recorded commercial or a commercial for your own product or service?
- ✓ how many "stop sets" (commercial breaks) will you integrate and how long will they be?

You might have a 30-minute podcast and stop down for a commercial or public service announcement twice. By knowing approximately when you will do these breaks, you can better plan each segment of your show that surrounds them.

The format of our hypothetical show looks like this:



EXAMPLE

What if you've decided to do an Oldies show featuring music from the 1980s?



✓ There is very little planning involved, ut you might want to set up a format that spreads the music out in a way that:

- Allows your songs to rotate through the decade equally by year; or
- Presents music by tempo, creating "hills and valleys" so that the listener doesn't hear too many slow, or fast, songs in a row.

And more:

Will you insert production elements that tell listeners what station they're listening to?



SHORT NOTES ON COMMERCIALS



Radio advertising options include:

- Sponsorships for full programmes ranging from 5 minutes to 1 hour, where the advertiser covers all production costs.
- Ad spots of 10, 15, 25, 50, or 100 words, or durations of 15, 30, or 60 seconds.
- Ads must air as per the scheduled times, and rates can differ throughout the day.
- Commercial content should be clear, prompt action, and fit the purchased duration or word count.

Tips:

- Align the product with the listener's needs.
- Steer clear of negative language.
- Opt for action verbs and concise sentences.
- Highlight the desired listener action.



LET'S RECAP....



- ✓ The logic of formatting originated in radio, but it applies equally well to podcasting.
- ✓ Anyway, you don't have to think to the running order as a unique and definitive structure: it can be modified, and it does not detract from improvisation and the beauty of live broadcasts.
- ✓ Still, it is necessary to ensure a certain order and rhythm to the show, so that it will not turn to be trivial or confusing, and that it will keep up the audience's interest.
- ✓ Time your songs and segments so that they do not have to be cut short to allow for your ad break or sponsor promo, do not interrupt a song or segment for an ad break or sponsor promo, play it before or after.
- ✓ Always remind the listener after each break who they are listening to, what radio station and who your guest is or your topic.



PROGRAMME PRESENTATION

After learning how to design a radio programme, presenting it becomes equally important.

Strong presentation skills are pivotal in captivating audiences, ensuring clear communication, and fostering a genuine connection between the broadcaster and listeners.



PRESENTING

Being a great speaker isn't just about fancy words. It's about being clear, friendly, and able to connect with your audience. Check out these tips for becoming An engaging broadcast communicator:

- ✓ Have a clear diction
- ✓ Correctly pronounce in every language that he uses
- ✓ Have the ability to read easily and fluently and without any distracting vocal mannerisms or regional accents
- ✓ Have an ability to communicate ideas clearly
- ✓ Be pleasing, friendly and acceptable microphone personality
- ✓ Be well informed over a wide range of subjects
- ✓ Keep up to date with the background to the news
- ✓ Listen to foreign news broadcasts in order to learn





MASTER SIMPLE PHRASING

Radio audiences can only hear what you're saying, so long and elaborate sentences will confuse them. To avoid confusion:

- ✓ go through and cross out all the unnecessary words
- ✓ change the complicated words
- ✓ keep the tone of your writing active instead of passive
- ✓ avoid jargon as much as possible

PRACTICE SPEAKING

Out loud, read a story you or someone else has written. You can start by using a mirror and projecting your voice through an empty room before practicing with an audience. You'll need to speak clearly and in a way that both conveys authority and appeal. Always sound interested in the story you're telling.



✓ Try to vary your pace

Your voice needs to vary to convey action and mood, it helps to make speech sound interesting.

✓ Try interviewing friends or even people on the street

This gives you an opportunity to learn how to interact professionally with a



SPEAKING AT THE MICROPHONE

- ✓ Speech is controlled and articulated breathing. Good breathing is therefore essential to good speaking.
- ✓ A relaxed but erect position with elbows and forearms resting on the table makes breathing easier than a slumped position.
- ✓ The hands should be kept away from the face as a hand cupped under the chin will restrict movement of the jaw or held to the cheek will distort the facial muscles.
- ✓ The jaw, the facial muscles and the lips must all have free movement when speaking.
- ✓ Simple breathing and articulation exercises are an aid to good speaking.



SPEAKING AT THE MICROPHONE

- ✓ The microphone should be spoken to as one would speak to a friend sitting near by.
- ✓ The manner should be neither too intimate nor too remote.
- ✓ Use the voice you would use if you are on the phone, remember the listener cannot see you to lip read, they only get one chance to hear what you are saying so keep your voice clear.
- ✓ Ensure you speak into the microphone at all times and do not move your head to the side as your voice may not be picked up and the listener will strain to hear you
- ✓ Avoid shuffling papers, this will distract the listener from your voice.

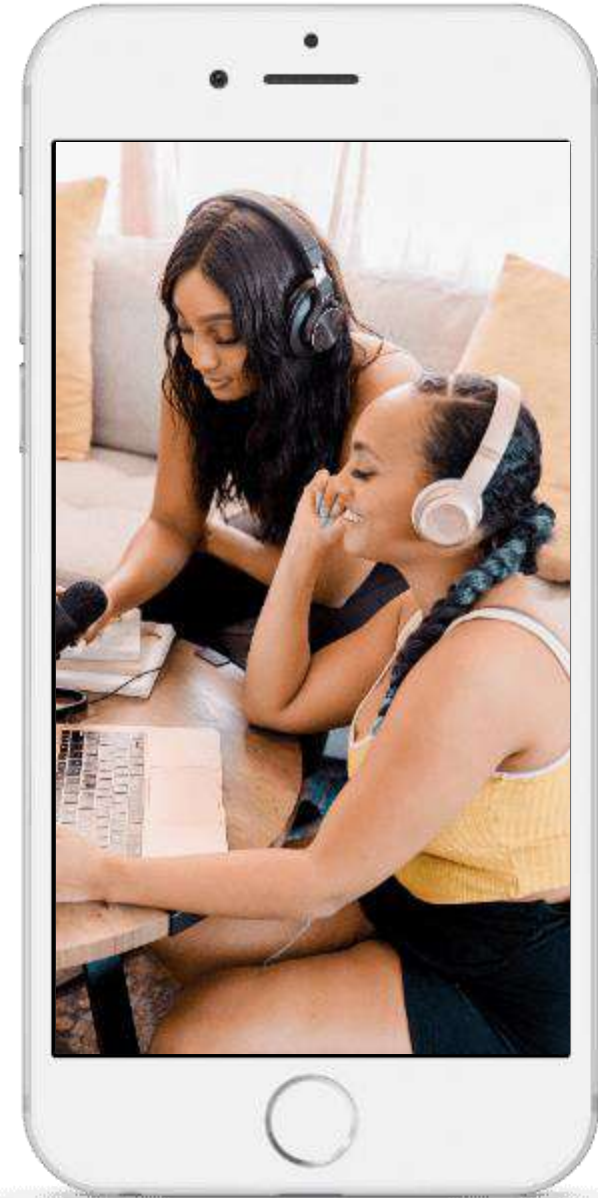


PHRASING PUNCTUATION AND EMPHASISING

Phrasing Punctuation for speech differs from written punctuation: written sentences are often long whereas spoken sentences are almost always short, or they appear to be short because of the phrasing.

The general rule in spoken phrasing is to speak sentences which can be carried on a single breath without forcing the breath, and speaking together ideas which are thought of together.

Always practice words off air that you find hard to pronounce, use google to help you pronounce new or foreign words, write them out



SPEAK CAREFULLY ON A LIVE BROADCAST

Speak slowly and carefully on the radio so that listeners aren't guessing at what you say or having to adjust their volume. Use an appropriate language.

Look for radio friendly lyrics on the music you are intending to play.

Remember to announce your station's call sign and frequency. Make sure to repeat the basic information about the radio station you're broadcasting from, as well as your name and/or the name of your show.





04. WRITING FOR RADIO

This section will teach you how to compose a concise and impactful script for a radio interview, focusing on efficiently highlighting key points, adeptly introducing topics or guests, and formulating questions for the most effective use of broadcast time.



WRITE YOUR PROGRAMME

Whether it is serious, funny, special interest or a filler, **what is really important in radio is what do you say and how do you say things**: the script provide the substance of your spoken content.

When you set out to write your programme, you'll need to know the time slot and the format you will use.

- Is this a one-time programme or a series?
- Will the topic continue in the next episode?
- How do you practice inclusivity for diverse audiences?

You'll need to know how much time you have to fill and whether your subject can fill it.



TIPS FOR WRITING YOUR PROGRAMME

Make each episode self-contained

If you are preparing a series, start the next episode with fresh examples and a new approach to your subject matter.

Learn about your audience

Your programme will be available to a wide variety of people, and you should be able to capture the attention of as many of them as possible.

The time slot matters

If your programme comes on at the end of the workday after a block of music, you will need to get people to keep listening.

Create the so-called "sweeper"

A statement or jingle that identifies your programme.



TIPS FOR WRITING YOUR PROGRAMME

Write your intro

The introduction needs to seize the listeners' attention. Decide what makes your programme newsworthy. Use this to set up the plot of the story in as few words as possible.

Write your outro

End your script by addressing the main point from your introduction; make your ending forceful by concluding on a fact. Afterwards, repeat your name and the name of the programme.

Ensure you thank all your guests

Mention them by name and role they played in your programme for the listener. Give contact or social media details if appropriate.

Start the official broadcast

Double check to make sure all of your audio files are ready, and your equipment works. If it isn't a live programme, you can start it as soon as you feel ready.



RULES FOR RADIO WRITING



By following these simple rules all radio writing can be made more effective. They apply equally to all kinds of radio scripts.

- ✓ **Use words that are in everyday use** and are readily understood by most people (where it is necessary to use an unfamiliar word it should be explained).
- ✓ Use inclusive language.
- ✓ Ensure you **explain any acronyms** at the start for the listener
- ✓ **Sentences should be kept short:** a sentence should never be longer than the number of words we can easily carry on a breath.
- ✓ **Avoid dependent clauses and clumsy inversions:** they are quite common in written matter, but we seldom use them in normal speech.
- ✓ **Use descriptive words when possible:** they help the listener to see the picture.
- ✓ **A radio script should flow with the fluency of poetry:** it helps to carry the listener along and it holds his attention.
- ✓ **In radio broadcasting the listener must get the message immediately and clearly:** we can help him to do this by re-stating in another way what we have already told him.



RADIO SCRIPT

A radio script is both a creative piece of work and a cue control sheet for the technical team engaged in the production.

A radio script must contain everything that happens-the words which the listener hears and the control instructions for the technical operator and the speakers.

The process of writing in the control instructions is in the province of the producer and it is sometimes called mechanizing.





01

YOUR VOICE – YOUR RADIO

Crafting a compelling script is the cornerstone of a successful radio broadcast.

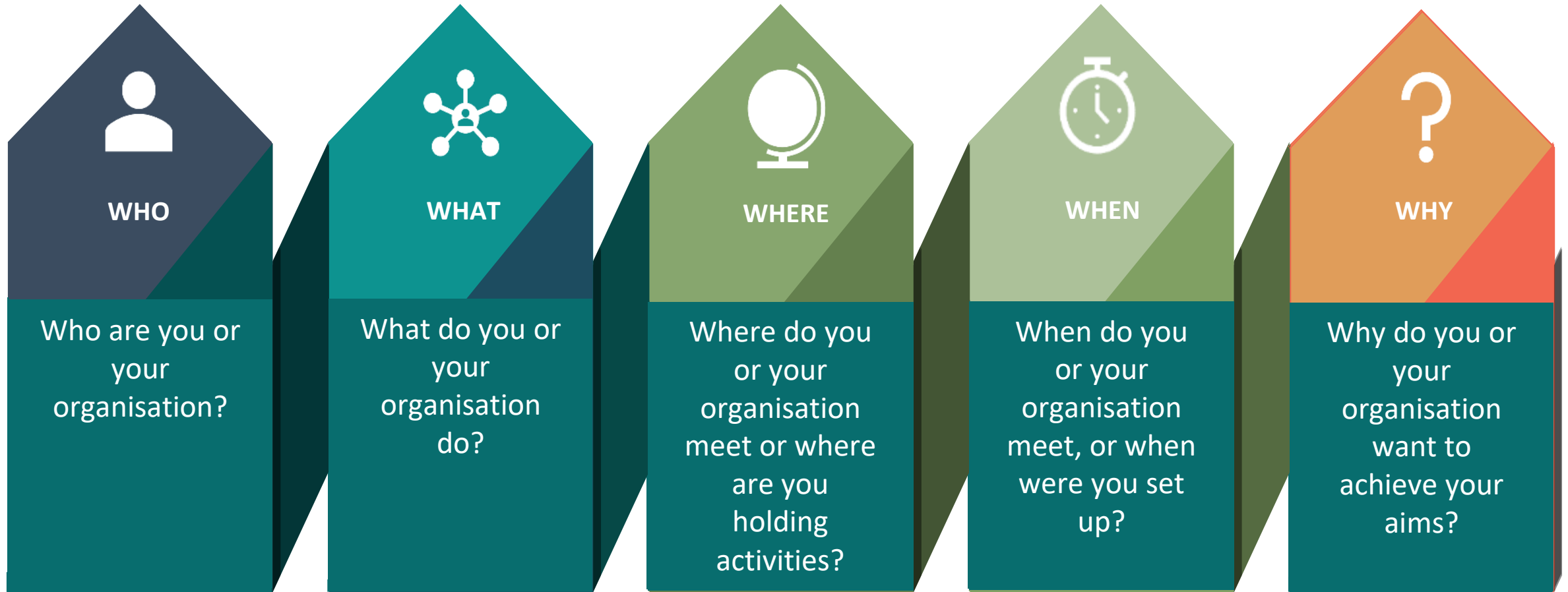
To ensure your message resonates with clarity and impact, remember the following key principles:

✓ **Get to know the five W's** (next slide)

Provide a comprehensive overview of the subject matter by addressing these fundamental questions. This helps to establish context and engage your audience from the start.



THE FIVE W'S



YOUR VOICE – YOUR RADIO

02

Speak to Your Audience

Tailor your script to connect with your diverse listenership. Understanding their interests and preferences enables you to deliver content that resonates effectively.

03

Be Clear and Concise

Clarity is paramount. Express your ideas succinctly, ensuring that every word serves a purpose, eliminating unnecessary fluff.

04

Use Correct Grammar

Proper grammar not only enhances comprehension but also reflects professionalism. It establishes credibility and trust with your audience.



YOUR VOICE – YOUR RADIO

05

Avoid Abbreviations

Steer clear of jargon or abbreviations that may alienate your audience. Opt for clear, universally understood language instead.

06

Always Introduce Yourself

Establishing your identity at the outset creates a personal connection with your audience and sets the tone for the broadcast.

07

Identify Your Role (if part of an organisation)

If representing an organisation, make it clear to your audience, building transparency and credibility.



YOUR VOICE – YOUR RADIO

08

Put the Important Information First

Prioritise your content, presenting the most crucial details at the beginning to grab your audience's attention.

09

Stick to Short Sentences (20 words or less)

Maintain brevity to ensure easy comprehension, keeping your audience engaged throughout the broadcast.

10

Use Everyday Language

Opt for words and phrases that are universally understood, avoiding unnecessary complexity.





YOUR VOICE – YOUR RADIO

11

Begin with the Most Up-to-Date News

Start with current events to immediately capture your audience's interest and provide relevant context.

12

Paint an Audio Picture with Descriptive Words

Enrich your script with vivid language to create a sensory experience for your listeners.

13

Use the Present Tense

Engage your audience by narrating events as they happen, fostering a sense of immediacy and connection.



YOUR VOICE – YOUR RADIO

14

Stick to the Facts, Avoid Opinion

Maintain objectivity to ensure the credibility and trustworthiness of your broadcast.

15

Write Before You Speak

Thorough preparation ensures a seamless delivery, allowing you to communicate your message with confidence and precision.

16

Be Credible

Uphold the trust of your audience by consistently providing accurate and reliable information. Demonstrating credibility is essential in building a dedicated listener base.



RADIO SCRIPT PREPARATION

- Prepare your script in advance. This is a crucial step and not something you can choose to skip. Without proper preparation, you may find yourself hesitating and your presentation may lack coherence.
- Additionally, there's a heightened risk of making errors when broadcasting live, such as providing incorrect times or dates. Having a well-prepared script also helps to keep you on track and prevents you from going off-topic.
- Make sure to research your facts ahead of time and verify the pronunciation of any challenging words or names. This thorough preparation will greatly





10 IMPORTANT ELEMENTS FOR WRITING RADIO SCRIPT



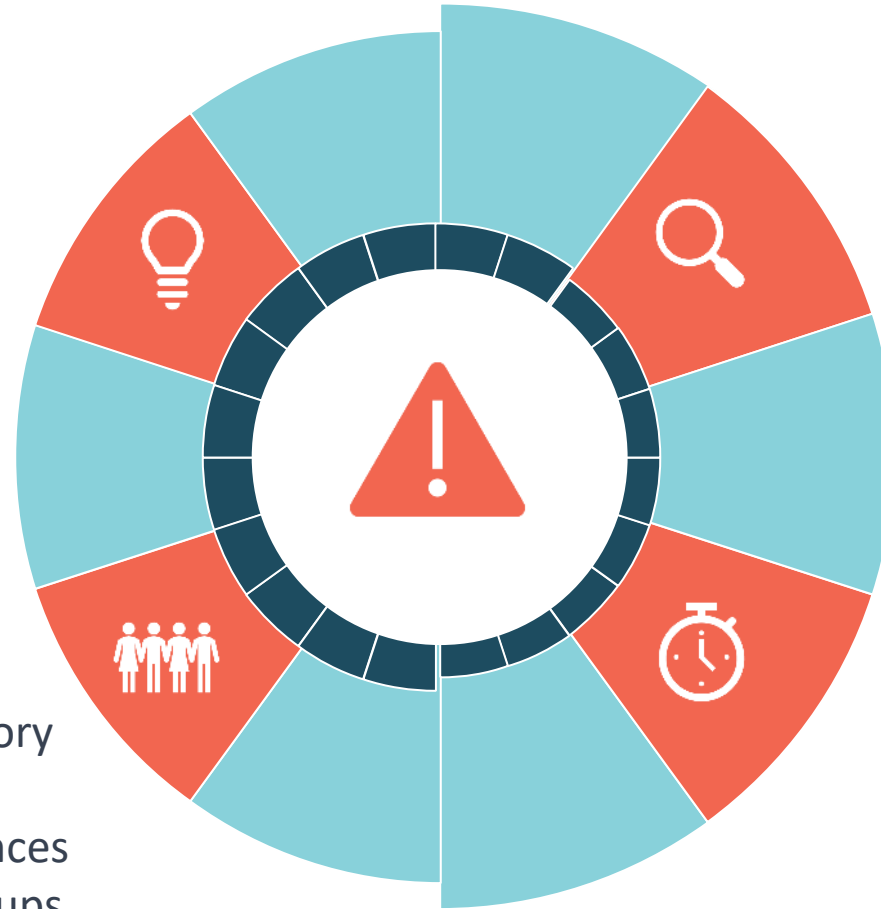
FACT

- Know your topic
- Know where to find facts
- Speak to the right people
- Do not mislead your audience
- Ensure your message is truthful
- Do not give your own opinion



AUDIENCE

- Know your target audience
- Identify who needs to know your story
- Engage effectively
- Address specific needs and preferences
- Adjust content for different age groups
- Ensure clarity and conciseness for both younger and older audiences



RESEARCH



- Learn how to research
- Be thorough
- Include different opinions
- Ask your peers for their input
- Stay fair and balanced as you represent your community
- Look through old archives, newspapers, radio etc..

LENGTH



- Ensure your message fits within the allotted time.
- Include essential information, omit unnecessary details.
- Stay focused on your core message.
- Manage your time effectively
- Follow the 5 W's approach



10 IMPORTANT ELEMENTS FOR WRITING RADIO SCRIPT



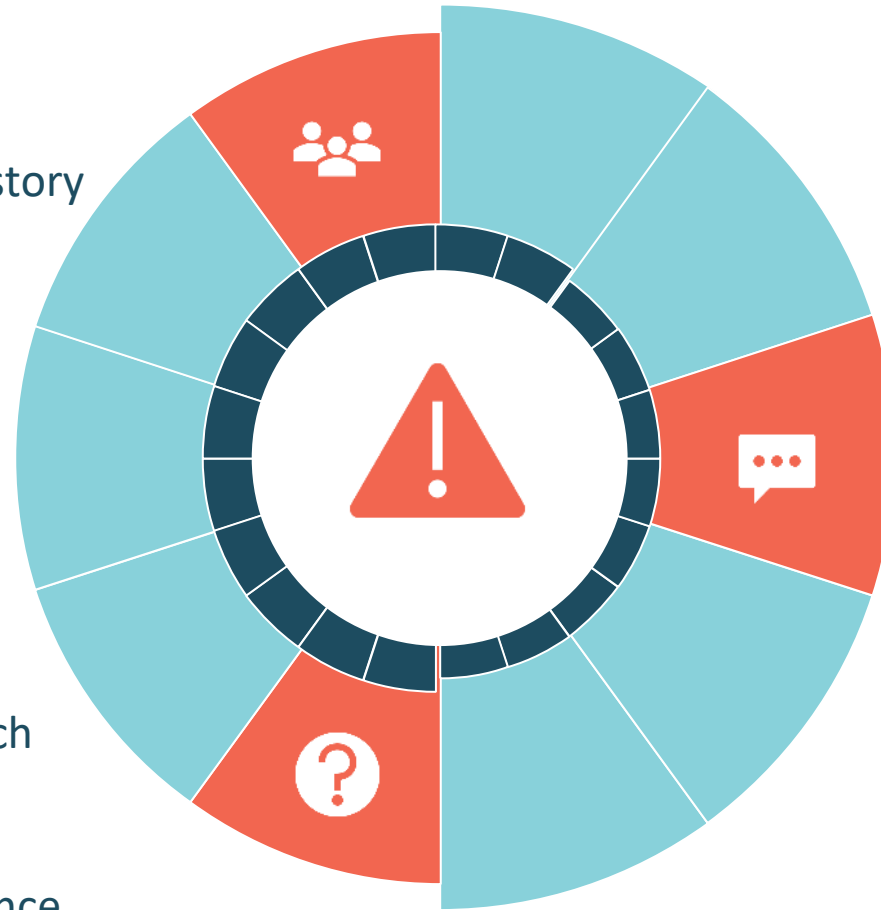
CONTRIBUTORS

- Choose your contributors carefully
- Consider if you can trust them
- Ensure they add credibility to your story
- Check if they can speak clearly
- Verify their reliability
- Evaluate if they can stay focused



QUESTIONS

- Plan your questions ahead
- Base your questions on your research
- Do not rely on memory
- Ask open ended questions
- Share them with your guest in advance
- Remember you want to elicit the information for your audience
- Avoid abbreviations



MESSAGE



- Clearly define your message
- Begin with your name or organization's name
- Specify your role within the organization
- Introduce the topic in the first paragraph
- Start with the most important aspect of your message
- Be well-versed in the topic
- Provide contact details or helplines at the interview's conclusion



10 IMPORTANT ELEMENTS FOR WRITING RADIO SCRIPT



RUNNING ORDER

- Be aware of the sequence that your items should be broadcast
- Ensure you are familiar with all content before you broadcast
- Ensure the timings are accurate to allow for ad breaks, news etc.
- Ensure you have adequate material to fill your time slot
- Be aware of what is being broadcast before and after your item



PREPARATION

- Write your introduction
- Ensure clear start, middle, and end
- Provide spellings for difficult words
- Prepare extra sets of questions
- Have backup questions on hand
- Ensure contact details are up to date
- Write down helplines



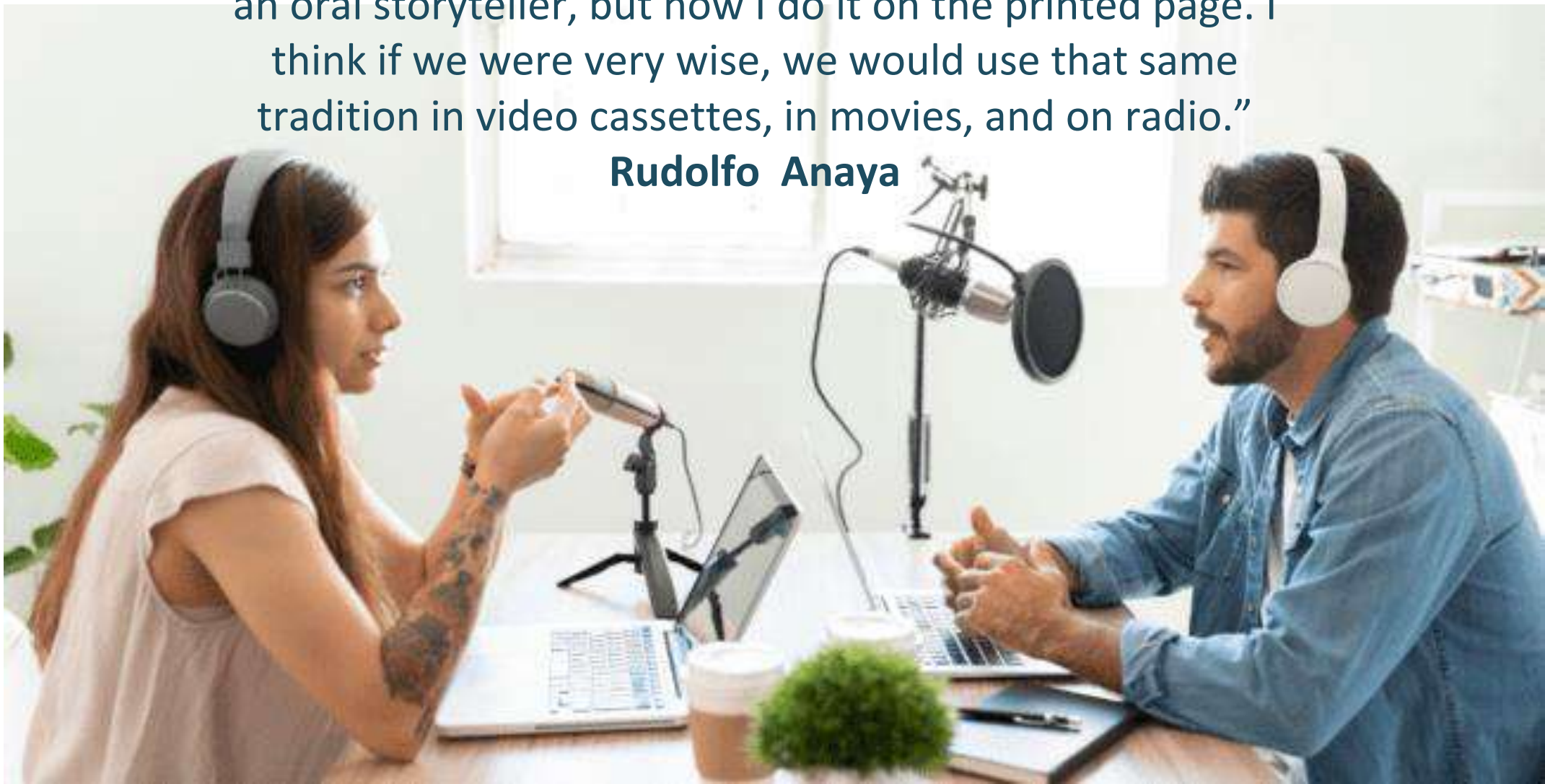
SCHEDULE

- Be aware of your broadcast time
- Know your deadlines
- Tailor the content for specific audience
- Familiarize yourself with other platform content
- Know what audience will be listening at this time



“I've always used the technique of the cuento (story). I am an oral storyteller, but now I do it on the printed page. I think if we were very wise, we would use that same tradition in video cassettes, in movies, and on radio.”

Rudolfo Anaya





05. GUEST MANAGEMENT: SELECTION, ONBOARDING, AND INTERVIEWING FOR RADIO & PODCASTS

Inviting guests with unique perspectives can enrich your content and broaden your audience's horizons.

Effective interviewing is an art that brings out the best in your guests and captivates your audience.



IMPORTANCE OF GUEST SELECTION

Incorporating guest appearances into your content strategy can significantly enhance its impact. Here's why it matters:



Introducing diverse voices brings fresh perspectives and experiences to your content.



Guests can attract new audiences who are interested in their expertise or stories.



Collaborating with guests fosters valuable relationships within your community.



IDENTIFYING SUITABLE GUESTS



Identifying suitable guests involves several key considerations:

- ✓ Firstly, it's crucial to align the expertise or experiences of potential guests with the central theme of your show. This ensures a seamless integration of their insights, enriching the content and engaging your audience effectively.
- ✓ Another valuable approach is to **recognize local heroes within your community** whose extraordinary contributions often go unnoticed. Their stories carry an authentic resonance and can offer a unique perspective, adding depth to your show.
- ✓ Additionally, seek out trendsetters—individuals who are driving positive change and leaving a notable impact in various fields. By featuring such dynamic individuals, you not only elevate the caliber of your show but also inspire your viewers with exemplary role models.



THE ART OF INVITATION

In mastering the art of invitation, three essential principles stand paramount:



✓ **Personalize your invitation:**

Tailor your message to the guest's interests and explain why their participation matters.

✓ **Clear expectations:**

Outline the format, duration, and topic of the episode to set clear expectations.

✓ **Follow-up:**

Be persistent but respectful in your follow-up communication to secure guest appearances.





ONBOARDING PROCESS

Ensuring a seamless transition for your guests is a crucial step in creating a successful show. The onboarding process sets the stage for a productive and comfortable experience, both for you and your guest.

Welcome packet

Provide guests with information about your show, its audience, and guidelines for participation.

Technical support

Offer assistance with any technical setup or software needed for remote interviews.

Pre-interview briefing

Schedule a pre-interview call to build rapport and discuss the interview's flow.



MAKING YOUR GUEST FEEL COMFORTABLE

To ensure your guest feels at ease, start off with a warm greeting to break the ice and build a connection right from the get-go. This sets a positive tone for the entire conversation and lets your guest know they're in good hands.

Then, set clear expectations for a friendly and relaxed conversation. Give your guest a quick rundown of how the interview will flow.

Also, don't forget to show your gratitude by thanking your guest for their valuable time and contributions.

SETTING THE STAGE FOR RECORDING

Before you hit the record button, it's pivotal to create an environment conducive to a seamless recording experience. This ensures that your guest feels at ease and the final product is of the highest quality.



Comfortable environment

Ensure your guest is in a quiet space with minimal distractions.



Audio quality

Advise guests on using headphones and a microphone for better sound quality.



Lighting and background

Encourage guests to have good lighting and a clutter-free background for a professional appearance.





CONDUCTING THE INTERVIEW

Creating a conducive atmosphere is paramount.

Begin with a **warm and appreciative welcome**, expressing gratitude for your guest's participation. Throughout the conversation, **practice active listening**, giving your guest the space to express themselves naturally. Embrace pauses and interject with pertinent follow-up questions. Foster a **respectful dialogue**, inviting open sharing of thoughts and opinions while maintaining an atmosphere of mutual respect.

This approach ensures a productive and engaging interview experience for both you and your guest.



INTERVIEW TIPS

Aim for an interview duration of approximately 7-10 minutes. It's wise to have prompts and extra questions at the ready in case your guest requires further prompting.

Always keep in mind the importance of conveying a clear message to your audience.



PREPARING FOR THE INTERVIEW

Embarking on this journey requires meticulous attention to three critical facets:

- ✓ Firstly, **immerse yourself in thorough research**; delve into your guest's background, accomplishments, and past interviews. This knowledge forms the bedrock of a well-informed and engaging discussion.
- ✓ Secondly, **craft questions that truly matter**. These should be thought-provoking, delving deep into the heart of your guest's expertise or narrative, extracting insights that resonate with your audience.
- ✓ Lastly, **define the flow of the interview** by strategically planning its structure. This ensures a seamless and captivating conversation that keeps both your guest and audience fully engaged throughout.



PREPARING THOUGHTFUL QUESTIONS

To conduct a truly engaging interview, thoughtful questioning is essential. In this segment, we'll explore key strategies for crafting inquiries that lead to insightful and meaningful conversations with your guests.



Familiarize yourself with their background, achievements, and areas of expertise.



Encourage detailed responses and personal anecdotes.



Create a comfortable atmosphere while delving into deeper topics.



SAMPLE EXERCISE:

Interview with CEO of Esker House Women's Refuge and Support Centre



Purpose: To promote their upcoming fundraiser and raise awareness about the vital work they do.

Instructions: Esker House Women's Refuge is gearing up for their annual fundraising event. Your task is to craft a set of questions for an interview. Your interview should inspire listeners to attend and support the event, while delivering all crucial information in a clear and concise manner. Begin by filling in details under the headings of who what where when and why



SOLUTION: THE 5 W'S



WHO

Esker House offers temporary safe haven and support for women and their children facing domestic abuse, providing them with essential resources and information.

WHAT

Annual Fundraising Barbeque

WHERE

The Bounty Bar, Coosan, Athlone

WHEN

Bank Holiday Monday, August 7th from 2 – 5pm.

WHY

To raise funds for the accommodation centre



SOLUTION: QUESTIONS FOR THEIR CEO



1. Welcome them, give their name and credentials for the listener (*Clear start*)
2. Ask them about their services (*raise awareness*)
3. Can you tell us about your upcoming fundraiser? (*purpose of interview*)
4. Where will the barbeque be held? (*Location*)
5. What can people expect on the day? (*need to know what will happen at the event*)
6. How can listeners get tickets or are they available on the day? (*important information*)
7. Can you give out your contact details for listeners who may need your services? (*essential information*)
8. Thank you to (give their name) who is the CEO of Esker Women's R&S Centre who will be delighted with your support at their annual fundraiser. (*Clear end*)
9. Tickets can be bought at the event but also from the Esker House website esker.ie and by phone to 1900 500 500 (*Contact details repeated*)



THE ART OF ACTIVE LISTENING

Engaging in active listening involves a series of crucial practices.

- ✓ Firstly, it's essential to listen with intent. This means not only hearing the words, but also discerning the emotions and subtle cues conveyed by your guest.
- ✓ Secondly, make a conscious effort to avoid interrupting. Provide your guest with the space to fully articulate their thoughts before posing follow-up questions.
- ✓ Lastly, demonstrate empathy. Take the time to grasp your guest's perspective and exhibit genuine interest in their experiences.





THE POWER OF FOLLOW-UP QUESTIONS

The power of follow-up questions lies in their ability to unlock deeper insights and foster genuine connections. By delving into a guest's responses with thoughtful inquiries, you not only demonstrate attentive listening but also prompt them to expand on their thoughts. This leads to more meaningful conversations and allows for a richer exploration of the topic at hand.

Follow-up questions enable you to navigate through complexities, uncover hidden nuances, and create a space for authentic dialogue. Through skilled use of follow-up questions, you have the opportunity to truly connect with your guest, elevating the quality and impact of your conversations.



NAVIGATING SENSITIVE TOPICS

Navigating sensitive topics requires a delicate touch and thoughtful preparation. As interviewers, it's our responsibility to approach these subjects with respect, empathy, and a keen understanding of our guests' feelings. In this segment, we'll explore key strategies for handling sensitive topics in a considerate and professional manner.

Be respectful

Address sensitive topics with empathy and understanding.

Prepare your guest

Inform them about potential sensitive questions beforehand to avoid surprises.

Offer an escape route

If a guest feels uncomfortable, gracefully transition to a different topic.

HANDLING DIVERSE PERSPECTIVES

For interviews, embracing diversity is key. Inviting guests with a range of opinions and backgrounds enriches discussions, offering a more balanced and comprehensive exploration of the topic. It provides your audience with a nuanced understanding and a broader perspective.

Remaining impartial is essential. By refraining from expressing personal biases, you create an environment where guests feel comfortable sharing their perspectives openly and authentically. This neutrality not only ensures fairness but also promotes an inclusive and respectful dialogue among participants.

Fostering constructive dialogue is a vital skill. Encourage guests to engage in respectful debates and seek mutual understanding. This approach not only cultivates an atmosphere of intellectual exchange but also results in a more enlightening and engaging conversation for your audience to absorb and appreciate.



BODY LANGUAGE AND TONE OF VOICE

When it comes to effective communication, non-verbal cues can be just as powerful as the words we say. The effective tips for enhancing your body language and tone of voice to elevate the quality of your interviews are:



Show attentiveness and interest through your body language.



Use positive gestures to create a welcoming atmosphere.



Use a warm and engaging tone to make your guest feel comfortable.



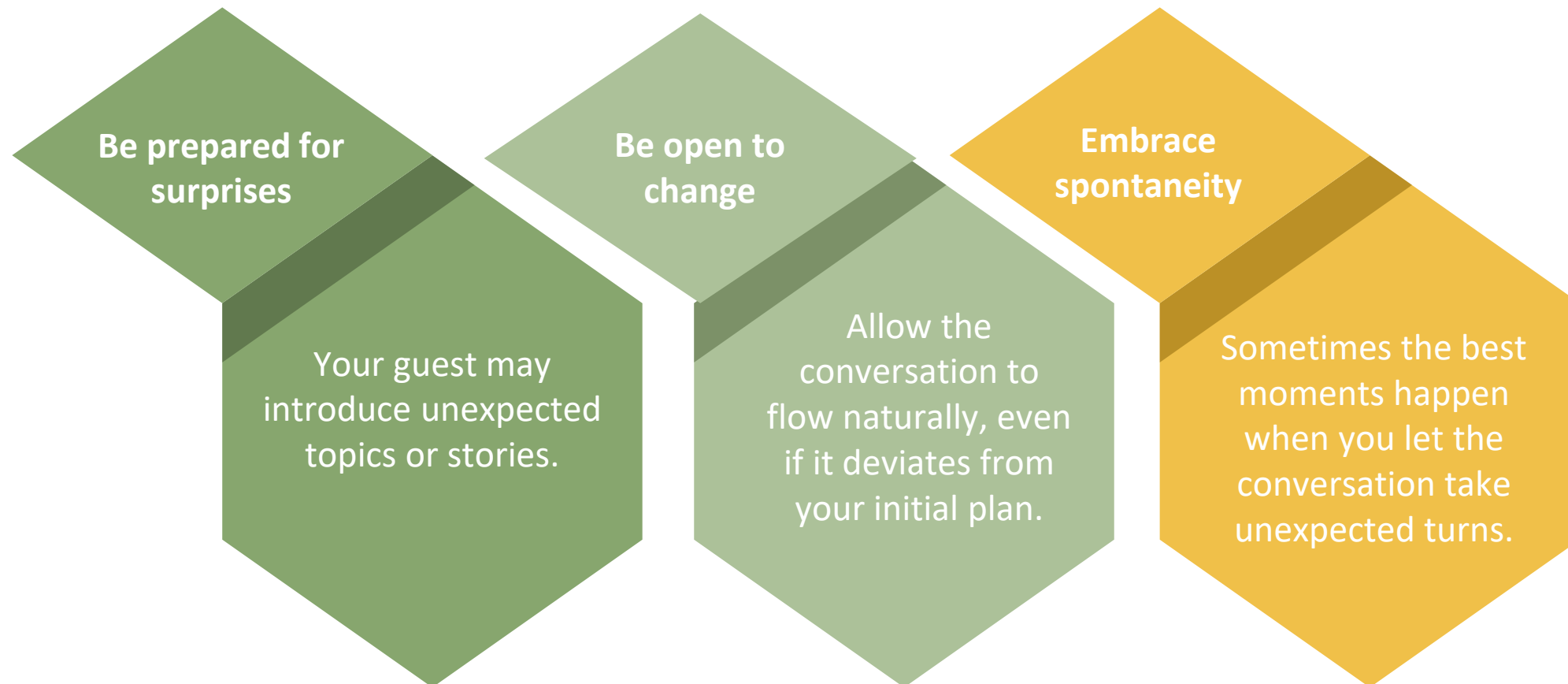
THE ART OF SILENCE

- In interviews, silence is a strength. Embrace pauses, allowing guests time for deeper reflections.
- Avoid hurrying; let them speak freely.
- Strategically, a deliberate pause can underscore a point or stir emotions.
- Silence, used wisely, can be profoundly impactful.



FLEXIBILITY AND ADAPTABILITY

In interviews, being flexible and adaptable is like having a secret superpower. It empowers you to navigate unexpected twists and turns with ease and grace.



MANAGING TIME EFFECTIVELY

Effective time management in radio interviews keeps the show running smoothly. It ensures all planned topics are covered without rushing or missing out on important points.



To ensure effective time management, follow these guidelines:

- ✓ Respect time limits

Stick to the agreed-upon interview duration to be considerate of your guest's schedule.

- ✓ Stay on track

Keep the conversation focused to cover everything within the allotted time.

- ✓ Plan for editing

Leave some buffer time to account for

editing, unexpected production needs,



HANDLING NERVOUS GUESTS

Navigating the nerves of your guests is a common but essential aspect of hosting a successful interview. Creating a comfortable and reassuring environment is key to ensuring a smooth and authentic conversation.

✓ Offer reassurance

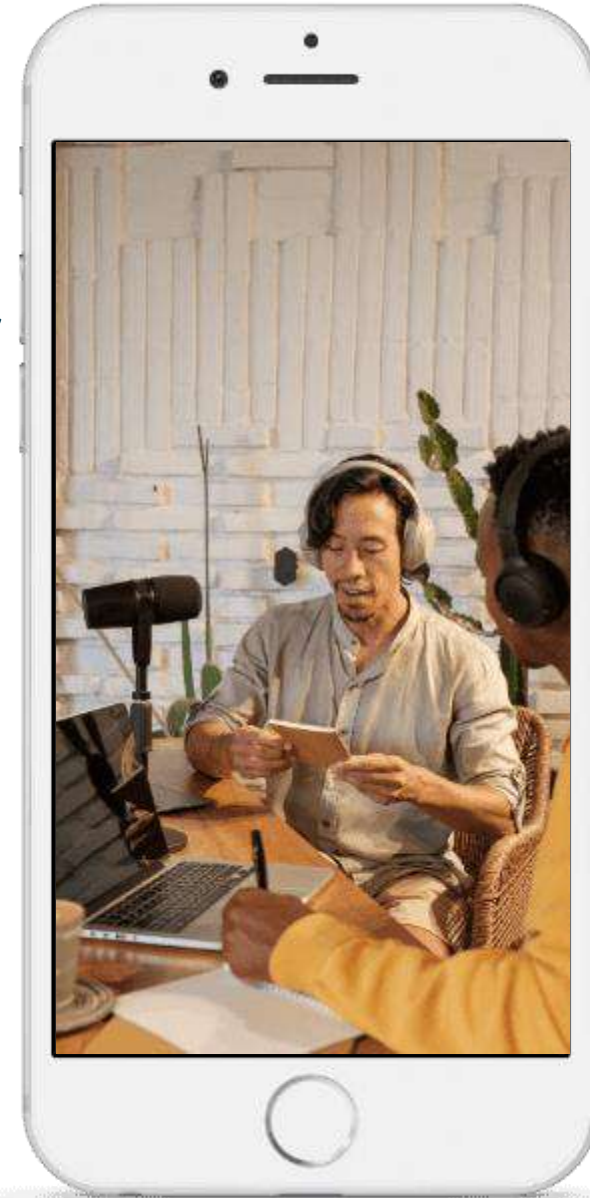
Many guests may feel nervous, so remind them that it's a friendly, conversational setting.

✓ Practice run

Conduct a brief practice run or chat before recording to ease nerves and build confidence.

✓ Be empathetic

Recognize that some topics may be sensitive, and



HANDLING DIFFICULT GUESTS

Handling difficult guests demands a steady hand and a strategic approach. When confronted with challenges like these, adhere three guiding principles for conducting an effective interview:

✓ **Keep calm**

Stay composed and professional, even if the conversation becomes challenging.

✓ **Redirect gently**

Guide the conversation back on track if it veers off-topic or becomes contentious.

✓ **Post-production edits**

If necessary, make minor edits during post-production to ensure the final episode remains cohesive.



CAPTURING THE GUEST'S AUTHENTICITY

In the pursuit of an authentic and compelling interview, remember the three E's:



Invite guests to share personal anecdotes and experiences to make the conversation relatable.



Allow space for guests to express their passions, challenges, and triumphs authentically.



Show genuine interest in your guest's journey, creating a connection that resonates with your audience.



AFTER THE INTERVIEW

Once the interview wraps up, there are a few important steps to take.

- ✓ First and foremost, **express your gratitude** to the guest for their time and valuable insights. This shows appreciation for their contribution to the conversation.
- ✓ Next, ensure there's **follow-up communication**. Let your guest know when the episode will be released and share any plans for promoting it. This keeps them in the loop and helps build anticipation for the broadcast.
- ✓ Lastly, don't forget to **seek feedback**. Reach out to your guest and ask for their thoughts on the interview. This input is invaluable in refining your interviewing skills and creating even better experiences for future guests. Remember, learning and growing from each interview is key to becoming



LEARNING FROM EACH INTERVIEW

After every interview, take a moment to **reflect**. Identify both the areas where you excelled and those that could use improvement in your interviewing style. This self-awareness is essential for honing your skills and becoming a more effective host.

Remember, learning is a continuous process. **Embrace feedback and insights**, using them to refine your skills with every new episode. Each interview is a chance to grow and evolve, so be open to new ideas and perspectives.

Additionally, don't underestimate **the value of past experiences**. Use them as a springboard for future conversations. What worked well in one interview can often be applied to others, creating a cumulative effect of improvement over time. By building on your experiences, you'll ensure that each interview is better than the last.

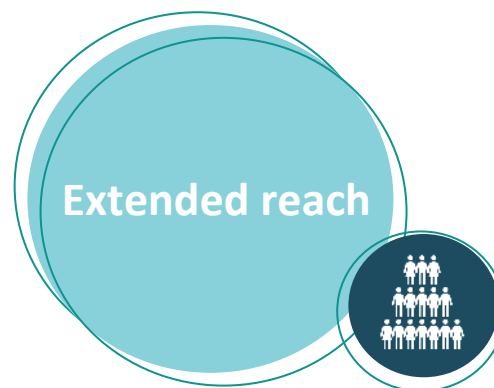


LEVERAGING GUEST NETWORKS

Unlocking the potential of leveraging guest networks is a powerful strategy in expanding your show's reach and influence. By tapping into the collective strength of your guests' networks, you open avenues for broader exposure and engagement. Here are three key approaches to maximize this opportunity:



Collaborate with guests to share the episode on their social media and networks.



Benefit from the guest's audience as they share the episode with their community.



Use the opportunity to build lasting relationships with guests for potential future collaborations.





CONCLUSION

- ✓ Guest selection and onboarding are essential steps in creating compelling and diverse community radio and podcast content.
- ✓ Embracing the chance to feature a wide array of voices, stories, and perspectives enriches the content landscape.
- ✓ By inviting and welcoming guests, you contribute to a vibrant and inclusive media platform that amplifies diverse voices and fosters meaningful connections within your community.
- ✓ Remember, it's in these interviews that **the heart and soul of your content** truly come to life





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THANK YOU

Any questions?



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