

Broadcast TIPS for Radio Ministers



ways to enhance your on-
air programming

add more colour to the airwaves

Tips for Enhancing Programming

- Programmes should stay within the stipulated time (see Broadcast Code), leaving 2 minutes to facilitate the playing of **your** promo, station ads and the introduction of the next **minister's** programme.
- **Please** ensure **that** you are at the studio approximately **15 minutes before** your allotted time **to go on air**; **as** there will be no extra time given for lateness; only what is remained of your time will be given **to you**.
- Please, **call** (at least 3 hours prior) **to** indicate when you are unable to come in live **for your programme**. This will allow announcers to be guided accordingly.
- The acceptable time frame for getting recorded **programmes** to the station is 48 hours prior to airing, excluding weekends. This includes material sent by email. Failure to comply may affect the **proper and timely** airing of your programme.
- Our aim is to deliver quality programming and that means that if your programme is pre-recorded, **it** should be **recorded with proper audio** and on quality CDs. When CDs stick or don't play, more often than not it is because of the quality of the CD used.
- Poor quality CDs or poor audio programmes interrupt the smooth flow of programming **and may result in the non airing of your programme**. {Please note cassette tapes are no longer acceptable}.
- Those who have not yet done so should arrange to get a promo done **for your programme**. **This promo can be played during the week to advertise your upcoming programme and at the start of your programme**. It is not the aim of the station to be discriminatory.
- Portions of church messages should be selected carefully for airing on national radio; please note that what may be appropriate in a church setting is **not always appropriate for a wider, public audience**.



Tips for Enhancing Programming

- Kindly observe pitch & tone when delivering your message on radio. Shouting and loud speaking as well as monotone speaking are often unpleasant to the listener, even though it may be accepted in your local church.
- Be mindful about airing denominational biases in **your** programmes, for e.g.: Women should not preach; speaking in tongues is not for this church age... Etc.
- Large numbers of people in studio can be awkward and cumbersome, **and there may not be sufficient studio equipment {e.g. mikes, headphones, seats,} available to facilitate all persons present.**
- **Please limit the number of persons in studio for your programme to a maximum of 5 persons. Special requests must be made in advance.**
- Our audience comprises a cross section of believers, the churched and un-churched, nationals and non-nationals and various denominations.
- In our exuberance to bring the Gospel of Jesus Christ, we must be mindful **not** to offend **by our delivery.**
- We **must** always remember the international reach of our audience: **therefore** Rules of grammar need to be applied:
- There is **NO Radio-Land!**
- No programmes are to be done via phone. **The quality is often sub-standard especially for online streaming.**
- A helpful suggestion would be to **listen back to your programme** after it is aired (and before it is aired if pre-recorded) and do some self analysis
- To get copies of your **live on-air** programme you can:
 - a) Walk with a blank CD when arriving to go on air (please give to the announcer on duty) or
 - b) Order a copy from the Production Department at a cost of \$100



Tips for Enhancing Programming

- Headphones are generally fragile yet expensive pieces of equipment which can be vital to the on air experience.
- Please exercise extreme care when putting headphones on and off and make every effort not to walk on headphone cords or mash them with your chair. Do not hesitate to ask for assistance.
- The **volume levels for your headphones and microphones** are to be ultimately controlled by the announcer on duty. Please indicate to him/her if you need any adjustments.
- Consider if you can say what you have to say in a shorter time eg explore the use of bullet points, 5 or 10 minute capsules, pre-preparation of your scripts.
- Preparation is always good and can still leave room for the Holy Spirit to have His way.
- Speaking in tongues is not encouraged on air due to the variety of our audience
- **‘variety is the spice of life’** – don’t be afraid to give a joke, share a story, have a special song to give some variety to your programme and... **Keep it exciting! Keep it colourful!**

These tips can be forwarded to you via email if you’d like to share them with other members of your ministry/organisation or you can download it directly from our website at isaac981.com

