The Wave Project - Program

Program Development

VERSION: C

January 2012

KFAI's Community Access Program: Sundays 10:00 - 11:00 am.

KFAI 90.3 FM (Minneapolis) and 106.7 FM (St. Paul) and online at www.kfai.org

Contents

WAVE PROJECT - PROGRAM

This document describes the tasks you need to complete to prepare and broadcast a WAVE PROJECT program.

At this stage you should have completed an application and received an air date from the WAVE PROJECT Coordinator.

We recommend that you re-read the WAVE PROJECT - APPLICATION document available on the WAVE PROJECT web page.

General Checklist

This checklist should help ensure that you omit nothing from the process of developing and presenting your program.

1. One month before air date:
   (this time will vary depending on how experienced you are and on the subject matter of your program)

   ❑ Research and develop your program and source your guests. See Research and develop your program on page 2.

   ❑ Create your script (talk or music playlist). See Scripts for a music program on page 5 or Scripts for a talk program on page 6.

   ❑ Publicize your program. See Publicizing your program on page 7.

2. Two weeks before air date:

   ❑ Make a promo. See On-air promo on page 7.

   ❑ Manage the information about you program on the KFAI WAVE PROJECT web page. See Web site on page 8.

3. One week before air date:

   ❑ Manage the information about you program on Facebook. See Social media on page 8.

4. Day of the program:

   ❑ Arrive at the station with all your material no later than 9:15 a.m. See Broadcasting Your Program on page 8 and Arrival on page 9.

❑ Go over the program script with your engineer. See Prep with your engineer on page 9.

❑ Broadcast your program. See On-air tips on page 9.

❑ During and immediately after the broadcast:

❑ Complete the program script/playlist.

❑ Hand in the completed script/playlist.

5. After air date:

❑ Check the WAVE PROJECT page on
    http://www.kfai.org/waveproject
    for your program stream and playlist or topic list.
    Check for and contribute to comments and discussion on
    the WAVE PROJECT page on:
    Facebook: http://www.facebook.com/pages/KFAI-
    WAVE-Project/204894996258247

Research and develop your program

This section describes, in general terms, how to research and develop your program. If, after reading this section, you still have questions, contact your engineer and/or the WAVE PROJECT Coordinator. They are there to help make the process easy and enjoyable for you and your guests.

Your script

Your script is the document that controls the on-air broadcast. It is used by you and by the engineer to ensure a smooth broadcast. Sample scripts are provided in Appendix B. Blank script forms are provided in Appendix C.

Because there are basically two types of program (music and talk) there are two types of scripts (music and talk). The music script is a playlist, the talk script is a list of topics.

Program breaks

Whether your program is predominantly music or talk, plan to take a 1 to 2 minute break about every 15 minutes, that is at about 10:15 am, 10:30 am, and 10:45 am. During these breaks, remind the audience of the name of your program, who you are, the name of the program (The WAVE PROJECT) and the station (KFAI).

The engineer will also make short announcements during these breaks and possibly at other times during the program. The engineer will inform you before hand if he or she will do this and at approximately what times during your program. You should note these details on your program script.

Commercialism

KFAI is a non-commercial station and is required to abide by the FCC's policy on commercial statements ("plugs"). In summary:

❍ Do not mention any commercial product or service (*Jerry's hot dogs are the best!*).

❍ Do not call your listeners to action to support any commercial entity (*Come on down to Nicollet Mall at 1 o'clock and support Blinkie's Bookstore*).

❍ Do not mention prices (*The show is only $15.00*).

NOTE: Remember this: *On air, you can inform but not promote.*

For complete information on the FCC's policy see: http://transition.fcc.gov/mb/audio/nature.html
You do not need to read the material on that site. It is included here for reference only.

Program types

There are two types of program common to the WAVE PROJECT. Both types are approximately 55 minutes long. The program types are:

❍ Programs that are predominantly music (with some talk). See Music program's special needs on page 3.

❍ Programs that are predominantly talk (with or without some music). See Talk program's special needs on page 6.

Music program's special needs

If your program contains music or other pre-recorded material, we recommend that you play all the music tracks for your program from stranded commercial CDs and enter the following information in your planned play list BEFORE the program airs:

❍ Track artist (singer and/or band)
❍ Track title
❍ Track number
❍ CD title
❍ CD label
❍ Track duration

Having a playlist defined in your script assists yourself and the engineer during and after the program.

If all your music is on commercial CDs, you may ignore the next section, Music in non-CD formats.

Music in non-CD formats

The following formats can also be handled by the studio equipment:

❍ Vinyl records: the studio has two turntables for 33 rpm and 45 rpm albums. If you will play 45s, bring a 45 rpm adapter.

❍ Cassette tape: the studio can play cassette tapes but you need to contact the engineer to set this up. If possible, burn your cassette track(s) to a CD and use the CD to play the music on air. We use CDs in preference to tape cassettes because of their superior sound quality and ease of cueing. If the music you want to play is only on cassette tape, contact your engineer and ask if the music is available in the KFAI library.

NOTE: The studio equipment cannot handle MP3s. If possible, burn your MP3 files to a CD and use the CD to play the music on air. Do not bring MP3s either on a thumb drive (memory stick) or on a CD to the studio. They cannot be played on air.

NOTE: You cannot play music from the studio computer on air. Neither can you play music from a portable CD player, an MP3 player or a phone.

Using home-burned CDs: If you burn music or other material to a CD (from another CD, vinyl record, tape cassette, or a data file on a computer) be aware of the following points:

❍ A standard CD holds approximately 65 minutes of music - more than enough for your program.

❍ Bring two (2) copies of home-burned CDs in case one fails to play correctly.

❍ Always burn to a new CDs, preferably +R or -R CDs. If you burn to an RW CD, you must finalize the CD so that it can play on other CD players.

❍ Home-burned CDs may not sound as good as the originals and they can skip. Always test all tracks on a home-burned CD by playing it on a home CD player or boom box. Ensure all tracks play correctly.

Music sets

Your music sets should not be too long. We recommend playing no more than two to four average-length tracks per 10 to 12 minute set. Give information on the music that you play:

❍ Who are the musicians?
❍ When was the recording made?
❍ Why did you play it?

You can (but it is not necessary) give the CD title and label. You can refer your audience to the playlist attached to your program on the KFAI WAVE PROJECT page.

NOTE: You are not allowed to include more than four tracks from the same artist(s) in your program. See "CPB policy on playing tracks by the same artist" on page 5.

Guests

Your program will sound better if you have two to four on-air guests (having more than four guests is technically difficult). The interplay between you and your guests makes the program more interesting to the listener and helps you feel less nervous on the air.

Phone-ins

If you expect your program to generate phone-ins, you should let the WAVE PROJECT Coordinator and/or your engineer know.

Scripts for a music program

Prepare a written playlist of the music pieces that you plan to play in the order that you plan to play them. Blank playlist forms are provided in Appendix C.

You and your engineer are required to complete this list of all music pieces played on the program that are longer than 30 seconds. This playlist must list only what was actually played. Your engineer will help you. Before you leave the station, place the playlist in the WAVE PROJECT mailbox (Box 31).

NOTE: Station management and volunteers take the playlist very seriously. It is an important part of KFAI's process of reporting to its funding sources such as the Corporation for Public Broadcasting.

CPB policy on playing tracks by the same artist

The following paragraph is from the Corporation for Public Broadcasting's (CPB) policy document. Please abide by this policy when creating your playlist.

...there are limitations on the number of tracks you can play from the same CD, album or cassette ("CD"), limitations on the number of songs by the same artist, and limitations on how many songs from the same CD or artist can be transmitted consecutively. In any three (3) hour period you can transmit up to three (3) different selections of sound recordings from any one CD, but you can transmit no more than two (2) consecutively. Additionally, in any three (3) hour period you can transmit up to four (4) different selections by the same featured artist, or up to four (4) different selections of sound recordings from any set or compilation of CD's, but you can transmit no more than three (3) consecutively.

Talk program's special needs

Be prepared. Know what you want to talk about. Have your topics and questions prepared in advance. Prepare a script for the engineer so that he or she can follow along during the program.

TIP: Write down your presentation word-for-word or write down key points to talk about and questions to ask and practice talking about the points. If you write down your presentation word-for-word, be careful not to sound as if you are reading notes while on air.

If you indicate on your application that you plan to have guests and/or phone-ins, your engineer may contact you to discuss.

If you plan to use music during your talk show, please read *Music program's special needs on page 3* and include a playlist in your script.

Guests

Your program will sound better if you have two to four on-air guests (having more than four guests is technically difficult). The interplay between you and your guests makes the program more interesting to the listener and helps you feel less nervous on the air. Research your guests and base your questions on this research.

TIP: Listen to other news/talk shows (commercial and non-commercial) an listen to how the hosts do it.

Phone-ins

If you expect your program to generate phone-ins, you should let the WAVE PROJECT Coordinator and/or your engineer know.

Scripts for a talk program

A talk show script is nothing more that a list of topics to discuss and/or the guests you will interview on your program as well as the approximate time you will spend on each topic and/or guest.

Publicizing your program

It is important that you do as much promoting and publicizing of your program as possible. The more people know about your program, the more will tune in. The following are some avenues open to you to promote and publicize of your program:

❍ Tell all your friends and colleagues and have them spread the word.

❍ Create a promo reel. KFAI volunteers will assist you in this. See On-air promo on page 7.

❍ Get your announcement on KFAI's WAVE PROJECT website page (http://www.kfai.org/waveproject). See Web site on page 8

❍ Promote your program using social media tools like Facebook and Twitter. See Social media on page 8.

On-air promo

A promotion (*promo* or *cart*) for your WAVE PROJECT program airs periodically on KFAI for one to six days before your program. This promotional piece informs listeners about what is coming up on your program so they can plan to tune in.

You should take part in the production of your promo so that your voice can be heard. This lends authenticity to the promo and to your program. You should plan to be at the station at 7:00 pm on the Wednesday or 3:00 pm on the Saturday at least two weeks before your program airs (see Arrival on page 9 for information on how to get to the station). Your promo should be completed by the Sunday prior to your air date. The cart crew will create the promo with your input. Creating your promo should take no longer than an hour. If you cannot attend on the times specified above, please contact the WAVE PROJECT Coordinator: kfaipublicaccess@yahoo.com

What to bring to the promo session: Bring a 30-second script that includes:

❍ The title of your program.

❍ A note of the day and time of its airing ("...*this Sunday at 10:00 am on KFAI's Wave Project...*").

❍ A brief and catchy description of the program.

A promo script example is provided in Appendix B.

Also bring one or more pieces of appropriate music (preferably without vocals) to use for background to the promo. The station's music library is also available for your promo.

If necessary, the promo production team will assist with editing the script.

Web site

KFAI's WAVE PROJECT website page (http://www.kfai.org/waveproject) is available to publicize your program. To have a short description of your program (and an optional graphic) published as an announcement on the WAVE PROJECT page, e-mail the description and picture or graphic to the WAVE PROJECT Coordinator at least one week before your program's air date. You can take the opportunity to update the material from your original application. If you do not send an e-mail, the original application description will be used to create the web announcement.

Social media

There is a great deal of free advice on the Internet and in your local book stores and library on how to use social media tools (Facebook, Twitter etc.) to promote your program.

Facebook WAVE PROJECT page: The WAVE PROJECT volunteer team maintains a WAVE PROJECT Facebook page that allows you to promote your program. You will find an announcement about your program on the page. Add comments to your program announcement and e-mail your friends with the page link and get a conversation going. You can continue this even after the program airs. Also "like" the page (not just the announcement or comments). This draws more people to the site and to your program.

Encourage your friends to visit, like, and share the page. Also share the WAVE PROJECT announcement to your own Facebook wall (if you have one).

If you have a Twitter account, tweet about your program.

Post interesting content: Post interesting content about your program on your social media accounts. In general, the more you post the more exposure you get. Consider using your social media accounts to gather content for your program by inviting comments to your posts. If you plan to use material gathered from social medial sites, either by passive browsing or by active post and reply, give credit to your sources.

Broadcasting Your Program

Bring stuff

Go on air

Broadcast

Complete paperwork

Use the following checklist on the air date before you arrive at the station.

❍ Bring all the materials that you need to do your program.

❍ Bring a copy of the script for yourself and a copy for your engineer. See Scripts for a music program on page 5 or Scripts for a talk program on page 6.

❍ Double-check your music against your playlist to make sure that you are bringing all of the vinyl albums and CDs that you plan to play.

❍ Check guest availability.

❍ Ensure you know where the station is and how to gain access. See the next section.

Arrival

Arrive at KFAI no later than 9:15 am.

Location and access: The station is located at 1808 Riverside Avenue in Minneapolis just east of the intersection of Riverside and Cedar and behind Midwest Mountaineering. The station entrance is on the west side of the Bailey Building, in the alley and toward the back of the building. The doors are normally locked, so push the buzzer. The on-air programmer will release the door lock (this may take a few minutes if the on-air programmer is on air). Listen for the lock click. Take the elevator to the 3rd floor. Ring the doorbell and the on-air programmer will will release the door lock. The WAVE PROJECT Coordinator or your engineer will meet you.

Prep with your engineer

Discuss your program with your engineer before you go on the air. Go through your entire program together, and resolve any technical questions or concerns before airtime. You will have only about five minutes in the studio before your program goes on the air so use wisely your time with the engineer before entering the studio.

NOTE: The engineer will inform you and your guests (including any phone-in guests before those guests are put on air) about FCC guidelines concerning non-use of obscene, indecent or profane language on air and what will happen if the guidelines are violated (the offender will get one warning and, if the violation is repeated, the offender will be taken off the air).

On-air tips

❍ Your mouth should remain one to two inches from the microphone when you are speaking on air.

❍ Speak naturally using a conversational tone.

❍ Be clear and concise.

❍ Know what you are going to say before you say it.

❍ Keep a pencil and paper pad handy to jot down ideas as they occur to you.

Contact information

If you need to contact the WAVE PROJECT Coordinator or your engineer use the WAVE PROJECT e-mail address:

kfaipublicaccess@yahoo.com

The station mail address (and location) is:

KFAI 90.3 FM and 106.7 FM
The Wave Project, Box 31
1808 Riverside Avenue
Minneapolis, MN 55455

The WAVE PROJECT web site is:

http://www.kfai.org/waveproject

The WAVE PROJECT facebook page is:

http://www.facebook.com/pages/KFAI-WAVE-Project/ *204894996258247* or simply search on Facebook for KFAI-WAVE-PROJECT

APPENDIX B: SAMPLE WAVE PROJECT FORMS

This appendix provides completed sample forms that show you how the forms in Appendix C should be used.

Sample promo/cart scripts

> On the next WAVE PROJECT we talk to Dale Brown, co-chair of the Minnesota Consensus and Peggy Green coordinator of the Project for Safer Schools. Are our schools becoming breeding grounds for youth violence? What can we do as a community to make our schools safer for our kids? Call in with your questions, suggestions or comments.
> This is your host, Jen Arnbiter, hoping you will join us on the WAVE PROJECT on KFAI, next Sunday at 10am.

> Next Sunday at 10 am, tune into hear my eclectic selection of island music. This is your host James Johnson presenting Island Barbecue on KFAI's WAVE PROJECT.
> Jamaican Reggae, Cuban fusion, Garifuna from Belize, and Soca from Trinidad and Tobago. One at a time. Not all at once.
> Sunday next at 10 am on KFAI'S WAVE PROJECT. Be there for the Island Barbecue.
> .

Sample script - music program

The script for a music show is the playlist, including breaks. When your program broadcast is complete, update this script to reflect the actual playlist and drop it in the mailbox (Box 31) before leaving the station. Any additional notes you use are not considered part of the script and you do not need to hand them in.

General

Enter air date, host name(s) and guest name(s), if any.

Air date	Host(s)	Guests
5/6/2012	Jen Arnbiter	Dale Brown,
		Peggy Green

Playlist

In the playlist form below, list artist names, track titles, track numbers, album/CD titles and labels, and the length of each track in minutes and seconds. Leave a blank line to indicate a program break.

NOTE: You are not allowed to include more than four tracks from the same artist(s) in your program.

Artist	Track Title	Track No.	Album/CD Title	Label	Length mm:ss
Little Richard	Time To party	1	The Very Best of Little Richard	Specialty	2:09
Jurassic 5	Break	6	Power in Numbers	Interscope	3:16
Bjork	Army of Me	2	Post	Elektra	3:54
Beastie Boys	Lee Majors Come Again	9	Hot Sauce Committee Part Two	Capitol	3:43
The Pogues	Dingle Regatta	8	Red Roses For Me	Island	3:27
Break: Station announcement.					1:00
Red Hot Chili Peppers	By the Way	3	Greatest Hits	Warner Bros.	3:37
etc.					

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Sample script - talk program

The script for a talk show is a list of topics, guests, and breaks. When your program broadcast is complete, update this script to reflect the actual topics covered and drop it in the mailbox (Box 31) before leaving the station. Any additional notes you use are not considered part of the script and do not need to be handed in.

General

Enter air date, host name(s) and guest name(s), if any.

Air date	Host(s)	Guests
5/13/2011	Nancy Drew	Sherlock Holmes Jr.
		Dr. Watson, MD

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Topic list

Indicate topic titles, guest names, planned durations in minutes, and breaks..

Topic	Guests	Length
Latest news from the health care industry on the connection between insurance providers and health care providers.	Dr. Watson, MD	15:00
Music break. Announce program and station name.		5:00
Detecting issues in the provision of adequate health care.	Sherlock Holmes Jr.	10:00
Engineer break		2:00
Music break. Announce program and station name.		3:00
Personal history of his work in suburbia.	Dr. Watson, MD	20:00

Playlist

If you plan to play music during your talk show, you must complete the playlist below. Indicate artist name(s), track title, album/CD title and label, and the length of each track in mm:ss. Leave a blank line to indicate a program break.

NOTE: You are not allowed to include more than four tracks from the same artist(s) in your program.

Artist	Track Title	Track No.	Album/CD Title	Label	Length mm:ss
Charles Aznavour	C'est un Gars		Duos	Paris	4:09
Bix Beiderbecke	Tiger Rag		At The Jazz Band Ball	Pacific	2:39

APPENDIX C: BLANK WAVE PROJECT FORMS

This appendix provides all the forms you will need to prepare and broadcast your program.

Promo/cart script

Create a draft of your promo script here.

Script - music program

The script for a music show is the playlist, including breaks. When your program broadcast is complete, update this script to reflect the actual playlist and drop it in the mailbox (Box 31) before leaving the station. Any additional notes you use are not considered part of the script and you do not need to hand them in.

General

Enter air date, host name(s) and guest name(s), if any.

Air date	Host(s)	Guests

Playlist

In the playlist form below, list artist names, track titles, track numbers, album/CD titles and labels, and the length of each track in minutes and seconds. Leave a blank line to indicate a program break.

NOTE: You are not allowed to include more than four tracks from the same artist(s) in your program.

Artist	Track Title	Track No.	Album/CD Title	Label	Length mm:ss

Artist	Track Title	Track No.	Album/CD Title	Label	Length mm:ss

Script - talk program

The script for a talk show is a list of topics, guests, and breaks. When your program broadcast is complete, update this script to reflect the actual topics covered and drop it in the mailbox (Box 31) before leaving the station. Any additional notes you use are not considered part of the script and you do not need to hand them in.

General

Enter air date, host name(s) and guest name(s), if any.

Air date	Host(s)	Guests

Topic list

Indicate topic titles, guest names, planned durations in minutes, and breaks..

Topic	Guests	Length

Playlist

If you plan to play music during your talk show, you must complete the playlist below. Indicate artist name(s), track title, album/CD title and label, and the length of each track in mm:ss. Leave a blank line to indicate a program break.

NOTE: You are not allowed to include more than four tracks from the same artist(s) in your program.

Artist	Track Title	Track No.	Album/CD Title	Label	Length mm:ss