



**accessmanawatu**  
www.accessmanawatu.co.nz

# *school sounds*

## **manawatu schools on air**

To whom it may concern,

Access Manawatu is offering your students a fun and educational opportunity - to learn about all facets of radio broadcasting in an exciting programme.

Whether you run a media based course or not, students will enjoy a unique and fun experience in Manawatu whilst also promoting the school to future students and their families.

Separate Programmes exist for Primary Schools, and Intermediate / Secondary Schools, catering to the skills and abilities of students.

For a cost of only \$150.00, an entire class can participate in the process, ending up with a show broadcast on Access Manawatu, a CD of the programme and a personalised certificate for each student.

Enclosed you will find the details of each of the programmes we offer.

Should you have any questions regarding this opportunity, please do not hesitate to contact me directly, however I will be in touch soon to discuss this programme further.

Kind Regards

A handwritten signature in black ink that reads 'Fraser Greig'.

Fraser Greig  
Station Manager  
Access Manawatu

*Access Manawatu is proudly supported by New Zealand On Air*

# *primary schools*

## **PROGRAMME DURATION: 2 - 3 WEEKS**

This programme is a great opportunity to involve students in something new and exciting, and it can be a great promotional opportunity for the school as it engages the wider community in support and listenership.

The main emphasis of this programme is to engage the students in a new activity and promote the fun side of broadcasting whilst introducing the concept of planning and preparation.

We focus on including everyone and having a fun, live experience.

The process can be loosely outlined thus:

### **Stage 1: The initial introduction**

Access Manawatu Representatives come and visit the class at school.

We talk to the class about

- What IS Access Radio?
- What is NOT allowed on the radio (briefly)
- What is allowed on the radio (more extensive - looking at all possibilities)

We talk (usually to the teacher) about planning the programme in a magazine style format, ensuring participation of all students.

### **Stage 2: Planning**

The teacher and students script and plan their programme. Station staff are readily available via phone and email. Students decide what they want to do, how long to do it for, in what order, and how to proceed.

### **Stage 3: Recording**

This is an optional stage of the process where students can record any required material. Whilst we encourage a live broadcast, there may be cause to have some pre-recorded content (for example, some students like to interview their teachers). This can be done in a quiet room at school, or at the station.

### **Stage 4: Station Visit and Broadcast**

The show goes to air, live. The whole class will at some point be in the studio, contributing to the show. Full technical support is provided in the form of a studio technician who will arrange all content and follow the schedule outlined in the planning stage. You won't have to touch a thing! All the students need to do is follow the script / plan and have FUN!

### **Resources**

Access Manawatu is a fully functioning radio station catering to the whole Manawatu (and beyond). As such we have up-to-date recording and broadcast equipment available for use by your school.

A teacher's guide is provided at the outset, which outlines the required material and planning to put together a radio programme. This is a "living document" and we welcome suggestions from teachers on how to improve it for the benefit of others in the future.

We offer a brief overview of BSA guidelines to guide decisions surrounding suitability of content for broadcast. Coupled with the readily available support from station staff, you can be confident that your broadcast will achieve its fullest potential.

A number of audio and visual templates are also available to make the process as easy as possible. In most cases you can just "fill in the gaps" and still have an entertaining, informative and educational programme broadcast across Manawatu!

After broadcast, you will receive a CD of the show (and any other relevant material) as well as certificates for the students. As well as the live broadcast we'll also stream the show live from our website and podcast the programme too!

# *intermediate and high schools*

## **PROGRAMME DURATION: 4 - 5 WEEKS**

This programme differs from the Primary School offering by placing more emphasis on the planning of the programme, and a more realistic look at broadcasting as a whole.

The programme outline is as follows:

### **Stage 1: The initial introduction**

Access Manawatu Representatives come and visit the class at school. We introduce ourselves to the students and the teacher and cover;

- The difference between Commercial and Access Radio (and the possibilities that Access Radio offers!)
- A basic introduction to BSA rules and Access Manawatu station policy.
- Scripting and programme planning.
- What's possible? What limitations are there?
- What elements go into a radio show - music, skits, sound effects, live announcing in studio, interviews etc.

The main purpose of this visit is to get the students enthused about the programme, and get the creative juices flowing! During the visit, the class is broken up into 4 groups:

<b>VOICE TALENT</b>	<b>PRODUCERS / SCRIPT WRITERS</b>	<b>SALES TEAM</b>	<b>PUBLICITY / AWARENESS</b>
The primary source of On-Air voice work. Some students are more suited to this task than others, and many will shy away from the microphone.	This group will ensure that the class "vision" for the broadcast is achieved, finding and pulling all elements together and designing the show.	A great way for the school to recoup the cost of the programme is to encourage some advertising from local businesses... a dedicated team of students can be in charge of this task.	Promoting the broadcast with Social Media, Posters, through Newsletters and any other forms identified.

Each group is charged with a separate task, although communication between groups is greatly encouraged.

### **Stage 2: The first station visit**

The students (predominantly the Voice Talent and Producers, but others are encouraged to attend if possible) and teacher come and visit the station.

This gives a sense of reality to the process and a realisation of the possibilities. This includes;

- A tour of the facilities.
- A close look at the studio, including demonstrations on how the equipment works.
- A demonstration of the possibilities of editing and multi-tracking on computer.

### **Stage 3: Planning the programme**

Once the students are fully aware of their tasks and the operational side of things, the creation of a plan can begin. Scripts are written, Adverts are sold, a broadcast date is decided and the publicity is created. Whilst the class are expected to complete this activity without our direct involvement, Access Manawatu staff are readily available via phone and email for assistance. In some cases we may arrange another visit, although this is usually not required.

### **Stage 4: Pre-Recording**

Students prepare all content. This may involve pre-recording elements which can be done at the station or in a quiet room at school. This frequently includes the recording of a promo ad for "on-air" use. This **MUST** be done no later than 1 full week prior to the broadcast date.

## **Stage 5: Broadcast**

Generally, this is a “live to air” situation, with the voice talent and / or producers bringing all the prepared elements together. The show is recorded, and a CD prepared for the school to take away.

### **Resources**

Access Manawatu is a fully functioning radio station catering to the whole Manawatu (and beyond). As such we have up-to-date recording and broadcast equipment available for use by your school.

A teacher’s guide is provided at the outset, which outlines the required material and planning to put together a radio programme. This is a “living document” and we welcome suggestions from teachers on how to improve it for the benefit of others in the future.

We also offer a student handbook that reminds participants of areas to focus on and ideas to consider.

We offer a brief overview of BSA guidelines to guide decisions surrounding suitability of content for broadcast. Coupled with the readily available support from station staff, you can be confident that your broadcast will achieve its fullest potential.

A number of audio and visual templates are also available to make the process as easy as possible. In most cases you can just “fill in the gaps” and still have an entertaining, informative and educational programme broadcast across Manawatu!

After broadcast, you will receive a CD of the show (and any other relevant material) as well as certificates for the students. As well as the live broadcast we’ll also stream the show live from our website and podcast the programme too!

# *frequently asked questions*

## **Will we have to push all those buttons?**

Generally speaking, no! We supply a technician to orchestrate the programme, allowing students to focus on the delivery of all live content.

Depending on the needs / desires of older students (15 years and upwards) we can factor in some hands on experience if requested.

## **Just what are the limitations?**

Most of the time, your imagination is the only limitation. We expect many and varied requests for strange sound effects and rare music choices. Very rarely do we disappoint!

Obviously there are BSA guidelines, and they may have a bearing on some programmes, but generally students can create programmes in a fairly un-inhibiting environment.

## **Live or Pre-Record?**

Where remotely possible we strongly encourage LIVE. There is a “magic” that occurs in a live broadcast that cannot be matched with pre-recording. In saying this there are times where recording must happen (interviews, sound effects etc). Access Manawatu is fully capable of dealing with these situations.

## **How accurate are the timeframes?**

These are very much ball park figures, but we reckon that they are fairly reflective of the time required. Once we have a better idea of what YOU want, we can give you a better idea.

## **Is planning that important?**

It's not important - it's VITAL. This forms a guide for students and our technician, to ensure the programme is as seamless as possible.

## **Can we sing or perform?**

We can cater to small choral groups and acoustic bands live, or alternatively we can record larger groups at school. There MAY be a small additional charge for larger arrangements, but we'll let you know well in advance so you can make a decision early in the planning stages.

## **What support can we expect?**

As much as you need! As stated, we visit your school at the beginning, and you come to us at some point too. Not only that, but we are on call throughout the programme to help where required. If we need to visit you more than once - we will. Our aim is to get you on air, achieving your fullest potential, and we do what is necessary to achieve that!

## **Can you pick us up?**

Sorry - no, you do have to arrange your own transport to get to the station.

## **Any other questions?**

Please do not hesitate to contact our programming coordinator - Hugh Dingwall - on (06) 357 9340 or [programming@accessmanawatu.co.nz](mailto:programming@accessmanawatu.co.nz). We'll answer your query promptly!