

NEW WAVE RADIO



New Wave Radio offers a real life experience of a radio production team, including the consideration and planning processes involved in a radio broadcast in the commercial world.

New Wave Radio runs for between 12 and 15 weeks - depending upon the age of participants and whether Open College Network accredited learning is required.

The overall aim of New Wave Radio is for those taking part to produce a 30-minute speech/music programme. To do so they must identify their target audience, decide programme content and demonstrate creativity and innovation whilst developing skills in the use of media-related technology.

Interviews are recorded on digital mini-discs and transferred to computer for editing. Digital software is used to pre-produce the speech items. The actual production work sees participants using state-of-the-art radio recording and editing equipment in the Sony Media Centre in Sandhill View School, Sunderland.

New Wave Radio requires participants to demonstrate a number of key skills including:

- Teamwork - working as a production team to plan a broadcast schedule based on an agreed target audience, and allocate roles within the production team to meet the requirements of the schedule.
- Decision-making - there are many decisions to be made as a production team. The nature of the speech items and how these will be technically produced for the programme, the type of music and its appropriateness for time of day and listenership.

Learning normally takes place over two sites. Much of the pre-production work is undertaken using the customer's facilities - classroom or training room - and appropriate laptops with specialist software provided by EBC.

A number of practical and transferrable skills are developed as participants work take part in New Wave Radio.

These include:

- Interviewing Skills - including types of interview and their application in order to obtain material for editing and broadcast.
- Production Skills - including using a portable mini-disc recorder, digital editing and operating a digital radio broadcast desk, programme design and production, as well as presentation styles.
- Time Management Skills - many components that make up a radio broadcast are produced individually by participants and co-ordinated by a Producer, often to strict deadlines

New Wave Radio also offers invaluable insight into a key marketing technique used in any enterprises - Branding. Participants will inherently brand their broadcast by the production process they undertake. Branding is achieved through the language style of the presenters, jingles (station idents), the type of music played, topics discussed and relevance of output to targeted listeners' needs and interests.

New Wave Radio offers first hand practical experience of applying their media production skills, literacy, numeracy and ICT on activities designed by EBC. Participants also develop other key skills including communication, task management and teamwork through the production of a radio programme.

Education Business Connections provides:

- An exciting new way to learn with the emphasis on 'hands on' learning and development of key and employability skills, transferable technological skills and enterprise insight.
- A pool of media professionals offering expert advice and guidance.
- Use of state-of-the-art media equipment including mini discs, specialist software and radio broadcast desk.
- Full programme organisation, including arrangements for venue, transport, and all related housekeeping aspects.
- Full technical support.
- Full post-event evaluation service.

**'BUILDING CONFIDENCE IN YOUNG PEOPLE THROUGH A CREATIVE APPROACH
TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS'**