

## JOINING THE TEAM AT RADIO TE AROHA



So, you're considering joining our band of volunteers to keep the station running for the Te Aroha Community. The main purpose of the station is to advertise Te Aroha as a tourist destination, promote local community organisations and charities and their events and local businesses.

There are a number of ways that you can be involved with the station. These are:

### Voicing adverts, station IDs and community notices.

These can be done by us simply sending you a script and you recording these in the comfort of your own home using a smartphone and email. If you own an Android smartphone, we recommend the ASR voice recorder which can be downloaded from Google Play. Here's the link - [https://play.google.com/store/apps/details?id=com.nll.asr&hl=en\\_NZ&gl=US](https://play.google.com/store/apps/details?id=com.nll.asr&hl=en_NZ&gl=US)

If you own an Apple smartphone, your device already has the Voice Memos app installed. Instructions on how to use it are here – <https://support.apple.com/en-us/HT206775>

There are two ways that we recommend you record your audio content. The text we send you will have the exact words that we need you to voice and send through to us via email to [radiotearoa@gmail.com](mailto:radiotearoa@gmail.com) There are heaps of examples of voiced adverts on 88FM and on our website at <https://tearoa34.wixsite.com/radiotearoa/our-advertisers>

- Adverts will be up to 1 minute in length but don't worry, anything between 30 seconds and 1 minute and 20 seconds long is fine.
- Record your audio in a quiet room with no echo. You'd be amazed at how many background sounds microphones pick up like air conditioners, freezers, fridges etc. Your recording device needs to be about 200mm away from your mouth to get good volume level and clarity.
- Don't worry about all the "ums" and "ahhs" or laughing or swearing that might occur when you do your recording. We can edit anything like that out.
- Once you're satisfied with your recording, simply email the audio file to us at [radiotearoa@gmail.com](mailto:radiotearoa@gmail.com) We do prefer mp3 files but Apple devices tend to record in formats like AAC. Don't worry about this as we have software that will convert it for airplay.
- Once received, we edit the audio file and add sound effects and music to it and set the audio level for broadcast. We'll send you a copy of the finished product.

### Recording your own radio show for airplay

We're keen on airing more local content. We currently have a few locally-produced shows, see <https://tearoa34.wixsite.com/radiotearoa/schedule> The station is fully automated with all content being pre-recorded as mp3 files and uploaded to our server for scheduling. We also have a number of overseas-produced shows that we play every evening and weekends. Yes, we do have a small studio at my home in Follis St, Te Aroha but we'd prefer you to record your show in your own home. All you need is a computer (laptop or pc) and a microphone. We'll supply you with the audio playing and recording software and train you on how to use it. Have a chat with us about your proposal for a show and let's see if we can make it happen.

### Approaching local businesses to promote advertising slots

Radio Te Aroha is totally funded by the \$100 advertising slots that we market to local businesses. This covers our annual broadcasting costs and enables us to provide free advertising for our community groups and charities. The \$100 deal provides an advert up to 1 minute in length which is broadcasted every 4 hours on average for a whole year. Doing this simply involves personal approaches to local businesses to convince them to take out an ad with us. We provide a sign-up document to them and

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work with them on the text of their advert and get it recorded. More information about this is on our website at <https://tearoha34.wixsite.com/radiotearoha/advertise-with-us>

#### Approaching community groups about free adverts

The process for this is almost exactly the same as approaches to businesses (above) but with one major exception. These ads are free. The offer is open to community groups, sports and other clubs etc, charities, schools, non-profits and local events. More information about this can be found on our website at <https://tearoha34.wixsite.com/radiotearoha/community-groups>

#### Being involved with live broadcasts

We occasionally do live broadcasts for local events such as the Aroha Cruise In, Domain Day or new business launches. Doing this means transporting our broadcast computers and sound equipment to other locations and setting it all up, running the event then packing it all up again afterwards. After some training and confidence building, you might end up helping with live announcing and DJ'ing at these events.

#### Helping prepare written applications for funding

The Te Aroha Dramatic Society Inc which owns and operates the station is an incorporated society and a registered charity. Apart from advertising revenue from our \$100 deals, we have no other funding. There are still ongoing monthly costs however such as paying for music rights, our online servers, our website and broadcast computers and equipment replacement. This means that we also need to apply for grants from various organisations. We have a need for someone to draft up and send these applications for us. All you need is an ability to explain who we are, what we do and what our needs are in writing using software such as Microsoft Word or similar word processing software.

#### Helping market the radio station

The station has zero budget for marketing but there's a continual need to bring community and outsider (visitors) awareness of the station, its purpose and its content. We handle all the social media posting and responses and our website but we're always keen on hearing suggestions on how we can get the word out there that we exist. We're open to any suggestions that you might have.

#### Contribute music content

Radio Te Aroha is licensed to play all music so if you have suggestions on songs you'd like us to include on our playlists we'd love to hear from you. If you're able to email those songs to us in mp3 format, even better !! We play a mixture of both old and new music and we're always keen on suggestions for tracks. We can also convert CDs, LPs and 45s to mp3 format if that's what you have.

We're really pleased that you're considering volunteering with Radio Te Aroha. By doing so, you're supporting our local community organisations and their events.

Kindest regards



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