CRN production guide for producers

Thanks for making your station's content available across the Community Radio Network, over 150 stations will have access to this programming. It's a great chance to get different sounds and voices to parts of Australia where they'd otherwise be unheard, and helps bring a sense of national 'community' to the sector. For more information on the service visit http://www.cbaa.org.au/crn.

Creating content for national distribution

Production approaches vary for both one-off specials and series
- Live-to-air broadcast
- Pre-recording
- Recording audio while broadcasting locally, then packaging it for CRN

You'll typically need to identify the broadcast as being heard on the Community Radio Network, while leaving out local information such as time calls, weather, references to your station's local programming, and local sponsorship. More info on p2.

Program durations

- Standard program durations for CRN content tend to be 55'50 or 27'50 minutes, but we're flexible, especially for one-off specials and short segments. Call us to discuss.
- Fade-out: the final five seconds of your program will be faded down in live satellite playout - ensure all spoken word is finished before the fade.

Recording guidelines

- Record and mix session audio in linear PCM (WAV) format: 16-bit, 44100 sample rate
- Levels should peak no higher than -3dbfs; leave plenty of headroom during production to ensure no clipping or distortion
  - Average levels should be smooth and consistent across audio content - i.e. spoken word and music, telephone or location interviews
  - No need for hard limiting or mastering effects - within reason, dynamic material is not our enemy.
- For music within programs do your absolute best to use CD-quality source material, not MP3
- If you have to use MP3, make sure files are encoded at 320kbps.
- All voices must be panned centre for mono compatibility
- Mix down a master copy to a WAV file and save it

- Convert a copy of master file to a 320kbps stereo MP3 file for uploading to CRN
  - Lower bitrate or variable bitrate (VBR) encoding may be rejected.

Presentation

Consider the national audience

Your station may have been promoting a broadcast to local listeners for weeks, but that's not necessarily the case for stations using CRN content. National listeners are likely to be coming in "cold" so please clearly and regularly provide the name of the broadcast, where you're broadcasting from, and that it's going national.

- Don't mention programs preceding/following the broadcast.
- Avoid giving the time. If the broadcast is live and you need to give time calls, remember to provide for different time zones (or at a minimum add a qualifier to your local time zone eg/ "Eastern time").
- Add contextual information where required. For example don't just say the name of a suburb, say the city as well, and a descriptive term if required. Eg/ "Point Piper, an affluent suburb in eastern Sydney".
- Consider producing specific stings to play during your national broadcasts, this can be very helpful for presenters.
- **Potentially offensive content**: alert CRN staff as soon as you can, so we can make a call on whether mutes/bleeps/edits will be needed.

Examples for live presentation
- You're listening to The Awesome Show, presented by 9XXX, and coming to you on your local station through the Community Radio Network
- This special broadcast is coming to you from the studios of 9XXX and is going across Australia on the Community Radio Network
- We're coming to you nationally through the Community Radio Network

Examples for post-production…
- "This program was produced in the studios of 9XXX, Awesometown, and is being heard around Australia on the Community Radio Network"
- "…heard on community radio right around Australia"
- "…through the national Community Radio Network"
- "…on national community radio"
- "…on your local community station"
- "…heard on community radio right around the country"
- "…and heard on stations around the country thanks to the Community Radio Network"

Summary - *if you mention your home station please make sure it's followed by a mention of the Community Radio Network.*

Publicity

Don't let your broadcast down by failing to tell anybody about it!

When crafting your publicity for CRN to distribute to stations keep in mind that the recipients will be station programmers, rather than the public. You need to let stations know why they should be picking up the broadcast & how your broadcast will benefit their respective listeners.

For live broadcasts - get your publicity in as soon as possible (months ahead is great if you can). Think of it this way, if your broadcast is happening live on a Saturday night, an individual station may need to convince long-standing presenters to have a night off - the longer in advance they have to do that the better!

Publicity to send in
- Paragraph-long teaser for early publicity
- Full-length media release for CBAA website/email to stations
- At least 2 x jpeg images (contact us for recommended image proportions)
- Audio promo for CRN stations (best to send CRN scripts before production)
- CRN logo on artwork/website
- CRN broadcast times on artwork (including EST/EDT).
- For a series: a synopsis for each program edition (around 50 words)

We're happy to provide examples - email crn@cbaa.org.au

Transmission checks

Essential for live broadcasts! Refer to the checklist at the end of this document.

Sponsorship

Inform CRN of any sponsorship to be played during the broadcast. In most cases sponsorship is ok, but CRN is restricted to fewer allowable minutes per hour than for local programming, and tagging requirements are slightly different to usual.

Contact us

http://www.cbaa.org.au/crn
Email crn@cbaa.org.au
Tel 02 9310 2999

Quick checklist for one-off specials

Publicity sent to CRN • Paragraph-long teaser for early publicity • Full-length media release for CBAA website/email to stations • At least 2 x jpeg images • Audio promo for CRN stations (send CRN scripts for feedback before producing) • CRN logo on artwork/website • EDT/EST added to broadcast times on publicity/artwork • For a series: a synopsis for each program edition (around 50 words)	
Scripting info given to presenters • Say "across/on/through the Community Radio Network" • Intros/crosses/throws/outros etc scripted • Drop local sponsorship, local show mentions, time calls & other local references • Add in extra context when referencing locations & other information • Invite feedback via email/social networking/phone	
Sponsorship? Potentially offensive content? • If yes, inform CRN asap	
Mechanical • Codec/transmission test competed successfully • CRN has sent you exact fade in/fade out times • Your clocks are set to Telstra time (dial 1194) • You have CRN contact details	
Record settings • Record in 44,100kHz 16-bit stereo • Ensure no distortion in recording levels • Save a WAV file master at end	
Post-production • Ensure intros/outros contain CRN mentions • Inform CRN staff as early as possible about swearing/strong content • Levels not peaking above -3dbfs (no mastering/hard limiting required) • Edited to required duration (typically 55'50 mins) • Mixdown saved as WAV and/or 320kbps MP3	