



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA

Call for blues programming on CRN – Sep 2018

The CBAA is seeking proposals for new blues music programs for national broadcast and distribution to stations through the Community Radio Network service. Successful programs will need to commit to ongoing delivery to CRN on a weekly basis. We will consider programs that are supplied either in one-hour (1 x 55'50 minute file) or two-hour (2 x 55'50 minute files) formats.

Application information and deadline

- You will need to produce a 55'50 minute pilot edition and send it with an application form: [click here](#), or go to <http://www.cbaa.org.au/crn> and click on the panel titled “share your station’s content”.
- View a program review form for further tips: [click here](#).
- Deadline: Wednesday 17 October, 2018
- Submitted applications will be considered by the CBAA and CRN Advisory Committee, with a view to having new program/s launch early 2019.
- We recommend calling CRN staff for a quick chat before making your pilot. See contact details below.

Background information

Music genre/s

- Like many music genre labels, the term “blues” incorporates a wide and evolving range of music styles and sub-genres, while also acknowledging a specific history and tradition. CRN is not expecting individual programs to cover every musical style described as “blues” – we are interested to hear your area of interest, interpretation and speciality.

Content selection

- CRN seeks content that reflects the guiding principles of the sector as listed in the Community Broadcasting Codes of Practice. See: <https://www.cbaa.org.au/resource/community-radio-broadcasting-codes-practice>.
- A key goal in CRN programming is to distribute content that would be challenging for individual stations to grow and source themselves – this could be reflected through aspects such as sourcing of rare music content, expert and high quality presentation, interviews with renowned figures, complex production approaches, etc.

- Unless the proposed program's subject matter is specifically addressing international/non-Australian music, playlists should aim for a minimum of 25 percent Australian selections.
- Programming that includes elements such as topical news and information, critique, articulation of the place music selections have within their genre will be viewed favourably. Interview content is not a pre-requisite but can also add to the value of a program.

Production approach

CRN does not prescribe a specific production approach. Stations supplying content to the network employ many differing methods including:

- A standalone pre-record for the national version of the show
- Recording the local program broadcast live, then repacking for the national audience
- Splitting a local 2hr program into two parts; 1hr for the local audience, 1hr for the national (free of time calls, SAs etc); and recording the national section for CRN.

Recording guidelines

- Duration for pilot: 1 x 55'50 minutes. CRN will consider programs that are either one-hour (55'50 minutes) or two-hours (2 x 55'50 minute files).
- 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.

Scripting for presentation...

- "This program was produced in the studios of [station name], [location], for 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.

About CRN

The CBAA's Community Radio Network (CRN) allows community radio stations to share some of the sector's best news, talk, music and entertainment programs – 24 hours a day, 7 days a week.

The CRN gives access to over 100 talk and music programs, and distributes several flagship community radio programs, including *National Radio News*, *The Wire* and *Good Morning Country*, as well as:

- Special broadcasts covering major cultural and festival events
- Informative talks programs
- Specialist music programs
- Topical short inserts

Stations that [subscribe](#) to the service can choose exactly what they'd like to use and when, augmenting their own local content with specific programs of national relevance - from full programs or short inserts within existing programming, to use as a fall-back or overnight sustaining service.

The CRN service offers stable, cost-effective, broadcast quality audio, accessible via either the Digital Delivery Network (DDN) or live satellite audio feed. All programs on the CRN can be broadcast live or recorded and re-broadcast later.

For more information, visit <http://www.cbaa.org.au/crn>, contact CRN staff at the CBAA on 02 9310 2999 or email crn@cbaa.org.au.