



How do we create original, interesting and entertaining content?

Below, write down your definition of the word “content”. *Include examples of content ideas.*

Below, write down 3 topics you would like to talk about on radio. *ie specific stories, sports, music, a current news story.*

SYN CONTENT PROFILE

Choose a podcast from syn.org.au to listen to. Choose a radio segment that appeals to you as a listener and think about what makes their content good.

Name of the program

Segment

Who is the show's target audience?

Briefly summarise the segment you listened to below

What do you think the purpose of this particular segment is? *For example to entertain, engage the audience, inform, provoke thoughts and discussion?*

Do you think this segment successfully achieved the purpose of this particular segment? *Why/Why not?*

What was the angle or “twist” to the segment? *Did presenters use a certain perspective, ie, from the perspective of a certain person or focus on one side of the argument.*



What were the strengths and weaknesses of this segment? *What could have the presenters done better to enhance this segment?*



SYN Content example



Name: The Naughty Rude Show

Programming type: Talks

Topic: Sex and relationships

Audience: Young people 12-25 seeking information and advice on sex and relationships.

The Naughty Rude Show is one of SYN's flagship shows. The program discusses sex and relationships for a youth audience.

The show's content is the stories, knowledge and advice of its hosts and guests. Strong research is a vital part of the show as young people all across Melbourne rely on the program to provide them with accessible information about sexual and emotional health.

Content comes in many forms. Excellent content is dynamic, engaging and makes the audience feel included in the conversation. Always remember your audience and why your content is worth their time

NOW IT'S YOUR TURN!!

"Don't think of radio as "being on radio", think of it as a discussion."

– Josh Olek, Get Cereal Producer

Have a think about your Schools on Air program, your audience and what the aim of your program is. How are you going to keep your listener interested in what you're talking about?

Preparation is essential in radio. Good radio content takes planning and preparation. True masters of radio plan meticulously, but make it sound seamless, casual and easy.

When planning your content there are a few tips that may help you along the way.

Pick a theme for your entire show

Sometimes a show with no set theme can be hard to plan for as there are TOO many possibilities for segments and that's overwhelming. Your theme can be a style or topic or a central idea. For example you could do a theme of a show on one issue, like the environment and each segment can be based on that theme.

As a group decide on a theme for your show

Try to get everyone in the group involved

Even if a particular person doesn't know much about a topic, that might even work to your advantage, they can prompt and ask questions to those who do. Just because you don't know much about a topic or haven't done your research doesn't mean you can't contribute in some way.

Do a huge brainstorm session!

Potential radio content ideas are endless. There are so many ideas, issues, areas of interest, opinions, stories available, you can talk about ANYTHING. In a group write down all the potential topics you'd like to cover on the radio, even if the idea seems silly at this point, write it down anyway!

List specific topics for your segment that you would like to talk about on your show



Narrow it down. Pick topics that are original, but interest you.

It's always easier to talk about something you're interested in and passionate about. Otherwise, you'll need to do much more research! Find interesting facts, quotes or statistics to support your content. Are you an expert in something? Take the opportunity to teach your audience about that.

Try to pick a unique topic, It's more than acceptable to talk about common ideas and topics, but don't be afraid to put your own twist on a topic. As a community station, SYN embraces unique topics and ways of presenting segments. Have a listen to radio in your spare time and have a think about the range of topics that you listen

Choose one topic for your segment**Consider your audience.**

If you are promoting a show about music in your local area, consider what people who are interested in local music would want to hear about. Post information about local gigs and the latest EPs. Keep tabs on local record labels and their new releases. Also don't forget to provide background information and context to topics you're talking about. Don't be in-jokey. Not everyone who listens to Schools on Air knows YOU personally.

Consider the different formats for a segment

You can just simply talk about a topic, but that can be a bit repetitive and can get dry. Consider these different formats for segments

- Opinion piece
- Advice / how to
- Narrative / radio play
- Debate
- Interview / vox pop
- Report
- Review
- Quiz
- Game
- Anecdotes
- Discussion

Don't be afraid to try a format that is not on this list!

Chose a format for your segment, why do you think it will work well for your topic?

Go for an interesting angle on a tried and tested segment style

Doing a review on a movie? Why not review something that doesn't typically get reviewed (best Disney character, your mum's soups)

How are you going to make your segment interesting?

Now get together with your group and create a content outline for your show.

Here is a content outline for a show that is entirely themed on the environment.

Segment	Topic	Format	Notes
1	Global Warming	Report	Latest news story on a scientific discovery that suggests that Tasmania is at risk of being underwater in 5 years.
2	Water Wastage	How to/advice	Research practical tips for young people on how to save water, statistics on how much societies waste.
3	Environmental Policies	Group discussion	Each person in the group picks one current policy to research and discusses its pro and cons with the group.
4	Waste and Recycling	Interview/Vox pop	Interview a waste management expert from RMIT, conduct Vox Pops around your school asking kids if they recycle.
5	Future	Radio Play	Made up characters discuss their lives in 2058. How they travel now that fossil fuels no longer exist, how they survive in 50 degree plus temperatures with little to no water.

Overall theme:

Segment	Topic	Format	Notes
1			
2			
3			
4			