

WBCR-LP 97.7 FM

How to Apply For Your Very Own Program on WBCR-LP 97.7 FM

- ✓ Get your enthusiasm, ideas, pen, personal/work schedule, the Introductory Program Producers Guide and the Application for On Air Access together in one room. (The Guide and Application are available on the program page on our website: berkshireradio.org, you'll have to supply the rest.)
- ✓ Review the application and the Introductory Guide. Still interested?
- ✓ Fill out the Application – everything please! Be as specific as possible in answering the questions on the second page.
- ✓ Please give us as much information about your availability as possible. When you limit your preferred airtime to only one option, it limits our ability to place your program in our schedule.
- ✓ Submit your application here on our website or mail/drop off the application Attn: Ananda Timpane/Programming Committee, WBCR-LP PO 152, Great Barrington MA. Make sure it gets to us by the deadline!
- ✓ The programming committee reviews all new program applications along side reapplications from current programmers and will announce our finalized schedule in May.
- ✓ The programming schedule that we create for each term is based on the relevancy of programs to the Berkshire Community Radio Alliance mission, the availability of programmers and our programming goals. Please note that the 5-6:30pm programming block is reserved for the syndicated news programs Free Speech Radio News and Democracy Now!, and is not available for other programming.
- ✓ You will be contacted by the Programming Committee New Programmer Liaison to confirm the receipt of your application and later by our training coordinator.
- ✓ New programmers are required to complete technical and policy training as well as to pass a very not scary quiz before air their first program. Your trainers and day captain will work with you get your show up and running.

Application for On-Air Access

DUE APRIL 1, 2008

wbcrlp • po box 152 • great barrington • ma • 01230 • 413.644.9797
programming.committee@berkshireradio.org • www.berkshireradio.org

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Programmer Info:

Name: _____
 Address: _____
 City/Town: _____
 Phone: _____ Alt. Phone: _____
 Email Add: _____

Co-host: _____
 Phone: _____ Alt. Phone: _____
 Email: _____

Will your co-host also operate the board? Y N
 Are you or your co-host either (circle one) 0-16 17-18
 Are you currently a member of WBCR-LP? Y N
 Do you currently receive email from WBCR-LP? Y N

For Administrative Use

NEW!

Time: _____
 Day: _____
 Length: _____
 Frequency: _____
 Request Evaluation: _____
 Content: _____
 Audience: _____
 Performance: _____

Program Info:

Your Program Title: _____

I'd like my program to run _____ (frequency: monthly, biweekly, weekly, other) on
 _____ (day), _____ AM/PM (time), for _____ (length).

How often will you pre-record your program? _____

If that doesn't work, I prefer... (please use 1- 5 to indicated most preferred times to least: 1=most preferred options, 5=impossible).

Time Bocks:	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
8am-Noon							
Noon-5pm							
6:30-9pm							
9-11pm							
11pm-1am							

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1. Please briefly describe your program idea:
2. Tell us why **you** should be the person to produce/host your program idea.
3. Who is your targeted listening audience. Be specific!
4. What/who will be featured on your show?
5. Will your show feature local voices, news, issues and concerns. If so please describe.
6. Will your show be educational or informative? If so, please describe.
7. What social, political, religious or cultural content, theme and viewpoints will your show feature?
8. Where else might residents of the southern Berkshires find the material that will be covered in your show?
9. How technically involved do you think your program will be and how well do you anticipate meeting this goal?
10. WBCR-LP requires programmers to participate in keeping WBCR-LP alive and kicking beyond the production of your own program with 6 hours of volunteer time. Do you anticipate having difficulty meeting this requirement?

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11. Do you offer services or have a business related to the topic you will be covering on your show? If so, how do you plan to keep your show and your business/services separate?

12. Please provide a description of your program that can be used in promotional materials.

Completed applications can be submitted to the programming committee by mailing or dropping off your application at the studio. (Look for a large envelope by the mantle.) Any questions or concerns can be directed to programming.committee@berkshireradio.org.

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