**Speed Dating For Radio Producers**

**Outline/Instructions:**

There are many Community Radio Stations looking for specific types of shows to round out their program day. Program/Music Directors, Programming Committees and General Managers usually have to figure out how a show fits in with their station’s mission, goals and service to their communities. This activity will help show producers build the necessary skills and content to bring their shows from local to national syndication. Call this a “pitch practice” if you will.

Participants can start out in role A or B, and switching roles during play.

Players in “A role” pose the questions listed below.

The “B role” participants should address the situation for one minute, stop, then switch to the next partner.

For the next round, participants should switch roles. i.e. standing participants now take role B and moving participants take role A.

Continue on through the role-plays.

Take note of the helpful insights on the board for participants to use in the next round.

Use the new situation role-plays to play another round of speed dating role-play.

**Speed Dating Suggested Questions**

What kind of show do you have?

What is your show’s mission?

How do you think your show will complement our station’s programming?

How long is your show? Are you willing to make it longer or shorter?

How long has your show been on the air?

Who owns the rights to your show?

Is your show available through Audioport.org, PRX or elsewhere?

What day and time do you upload your show?

Will you make your show available for station-use first?

Do you have sponsored breaks in your show?

If your show is locally sponsored, can you modify your breaks to allow for our station’s underwriters?

**Speed Dating Role Plays**

**A:** You have a great show idea to present to your programming committee.  
**B:** The committee likes the idea, but it needs to be further developed before it can go to air.

**A:** You approach a community radio station from a different state.  
**B:** Try to say 'no' nicely. Be vague in making an excuse for not begin able to broadcast the show.

**A:** You've been having difficulties getting your show completed before deadline. **B:** You are the frantic Program Director trying to contact the producer.

**A:** State your opinion about the benefits of your show’s service to your affiliate stations **B:** Firmly disagree with your partner, pointing out various problems with the show’s content and it’s relation to your station’s needs.