

Cam FM Show Publicity Guide

By Callum Fernando – Station Manager (2017/18)

This document is a comprehensive guide to answer the question – ‘How can I get more people to listen to my show?’

Although this will cover a wide variety of different methods, please remember that it really is all about developing an identity, posting regularly and really engaging with people. Often times, it’s about recognising how lazy students are and delivering your content to them in the most direct way possible.

Do as much or as little as this guide recommends – ultimately being a Cam FM presenter is about having fun producing your own radio show. But if you would like it to grow, then keep reading.

1. DEVELOP AN IDENTITY

1. Show name

Take your time to think about this, as this is what you will build your whole identity around! As you continue on your Cam FM journey, this will hopefully become an established show on the station. Some things to think about –

- Does the name reflect the content of the show?
- Can I make a nice looking logo out of this show name?
- Is it recognisable/easy to remember?

2. Show format

This is probably the first thing you thought about but do you want a music show? Entertainment show? Debate? Performance/spoken word? Documentary style? News/current affairs? You really can do anything you want (except swear please don’t swear please don’t swear).

3. Design

You really don’t have to be a graphic designer to make some half decent imaging for your show. You can totally do it all on Microsoft PowerPoint or even Microsoft Paint. We will go into more detail in the next section.

2. SOCIAL MEDIA POSTS

GENERAL TIPS

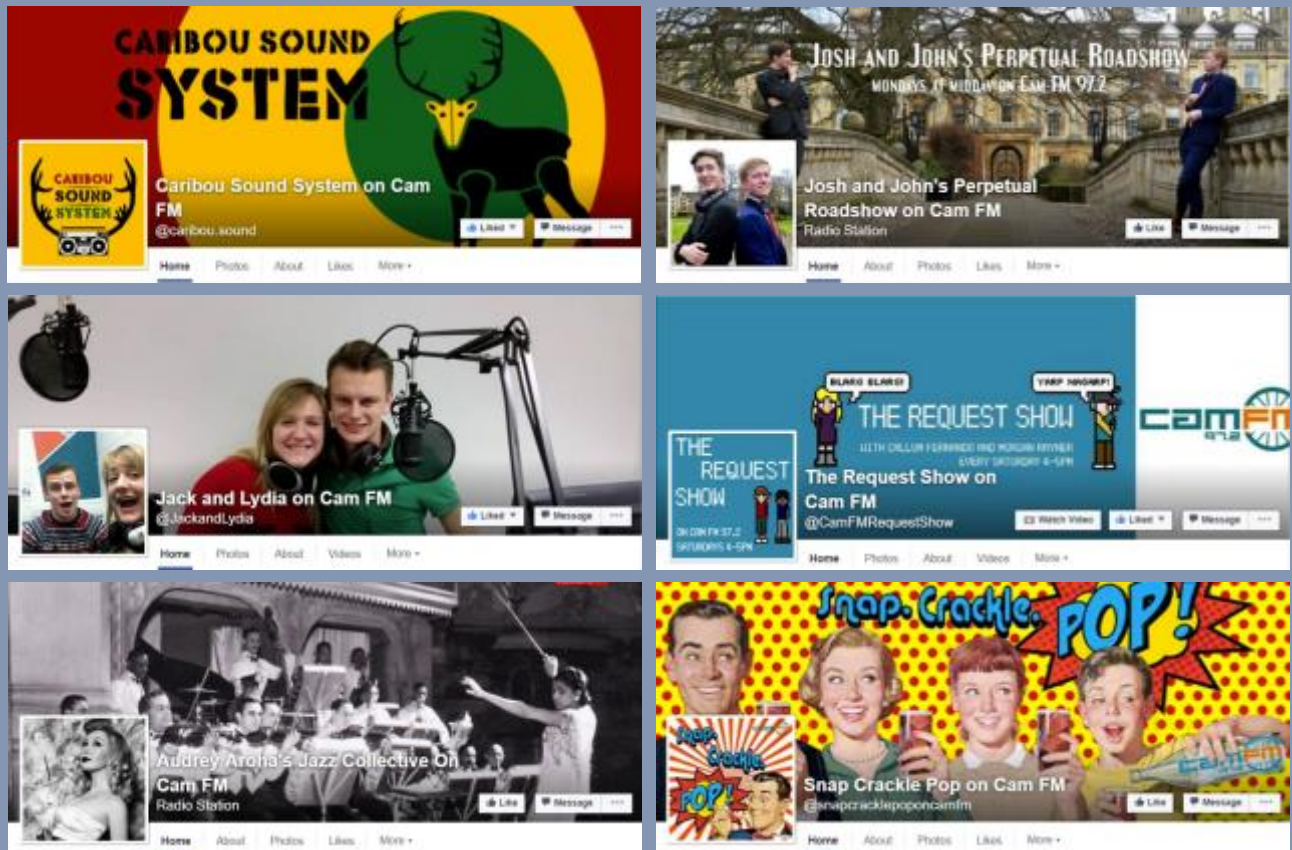
Do what works. As you gain more experience publicising your own show, you’ll start to find out which posts get more attention and which do less well. Make sure that you post consistently – don’t give up hope just because your first few weeks were a bit quiet.

Facebook is currently our primary social media outlet. Why? Nearly all students use it. This summer we are developing a new Cam FM website where we can hopefully upload more articles. However, it would be unwise to ignore the incredibly large user base that scroll down their news feed on Facebook every day.

Every new show should have a Facebook page. You need:

A page name, specifically: 'INSERT SHOW TITLE HERE on Cam FM'. The bit on the end is required, we ask you all to have it in the page name to bring all of our shows together.

A profile picture and cover photo. As I said earlier, you don't have to be artistically gifted. Here are some current examples:



The examples above vary greatly in their aesthetics, but most importantly **they all look like show pages**. The profile pictures and cover photos match in style, whether they are photos or graphics. They give you an idea of the feel of the show and perhaps what type of content will feature.

Now invite your friends to the page ... but be tactical.

First invite your closest friends, the people who you know will like your page even if it was the most boring page imaginable. Then invite a bunch of friends that you know less well. Gradually invite people in waves, finally inviting that guy on your friends list that you met at Lolas but don't remember talking to.

The reason for all of this is that if you invite all your friends in one go, the people who you don't know as well might see the page when you only have 2 likes and are less likely to give you a like. Invite that same person when you have 50/60 people and they'll treat your page more seriously.

Once you have your Facebook page up and running, it's time to make some posts.

Post regularly, but not too often. Every post should have a purpose – what are you trying to tell your audience with this message? If you post in this manner, then when Facebook users see an update from you on their news feed, they know that it's something worth having a look at.

Video and Images > Text

You are much more likely to capture the attention of users with video and images – we have trialled this on the official Cam FM page and found significantly more views and interactions with these. For images, make sure they complement the message of the post.

Videos work even better. Keep them short - a 10 or 20 second clip can be effective. Videos give listeners an idea of what the show is like. On Facebook they also play automatically when people scroll down their news feeds (albeit without sound), so having a dynamic opening few seconds to the video is important.

USE THE MAIN CAM FM PAGE.

The official Cam FM Facebook page exists for two reasons. 1. To publicise station wide material 2. To promote YOUR SHOWS. Don't ignore number 2. Read on for more detail about how the committee will help your show get off the ground.

The end goal is for all of our Cam FM shows to generate audiences which we can pool together onto the main Cam FM page. That way, smaller shows benefit from the success of others.

PRE SHOW PUBLICITY

1. Build up to your show

Make a post before and at the beginning of your show to remind people to tune in.

2. Cam FM Flyers

Remember I talked about using the main Cam FM page? Here's our first way of helping you out.

Every week we post the below flyers on our Facebook page. Top Picks on Sunday, Show of the Week on Thursday.





How do you get your show on these flyers? Every week the committee will choose based on which shows do the most to publicise themselves. So if you put the effort in, we'll give you a boost on the main Cam FM page.

POST SHOW PUBLICITY

This is the most important change that we've been trying to implement over the past year. Shows are normally very good at letting people know that they're about to go live, but we really want to increase the amount of content shared AFTER a show has happened.

If you look at BBC Radio 1's Facebook page, it almost totally consists of really short 30 second or so clips of content, such as live sessions or show highlights. This can be super effective because you're giving people short snippets of the best parts of your show, giving them an idea of what to expect.

How are we doing this? Well – it's up to you.

Once you've finished your show for the week, listen back to it. Were there any particularly good bits?

If so send it to us. You can either:

1. Download your show as an mp3 from the members site and use some editing software such as Audacity to cut out the bit you like. Send it to me or Elle (Head of Publicity) and we will fix it up into video form to post on the official Cam FM Facebook page.
2. Not able to do the above? Send us an e-mail with the name and date of your show, and the timestamp within which your particular highlight happened. We'll cut it out for you and post it on the Cam FM Facebook page.

For both of the above methods, please remember to SEND US AN IMAGE to use as a thumbnail for the video.

NOTE: This is NOT like the flyers that we post every week, where the committee chooses which shows will feature. If you send us a post-show highlight, we WILL post it at some point.

This is a great opportunity for your show to reach a larger audience. On the next page is an example of Treat Yo Shelf, a show whose audio highlight reached over 40 000 people.



3. BE AMBITIOUS

The above described methods are the main things to remember. But don't stop there and be inventive! Here are some ideas to take your show to the next level:

1. Videos – have a particularly good feature coming up in your show? Plan ahead and record it while it happens. You can always edit it together afterwards with the audio from the radio broadcast. Ask the committee for help if you want some advice.
2. Use the phone in system. The number for listeners to call is 01223 790 888 (inform callers that they will be charged at their standard network rate). Open up ZOIPER on the studio computer and get people to call in for your radio show. The possibilities are endless - live interviews, listener competitions, song requests, etc. For full instructions on how to use the studio phone in system, e-mail the committee.
3. Go outside! Don your Cam FM T-Shirt and talk to students. You'll need a bit of confidence to go up to strangers with a microphone but the results can be amazing and it's really easy to spread the word about Cam FM in person.
4. Create your own ideas - this guide is by no means exhaustive!

GO FORTH AND PUBLICISE!

The take home message is if you present your show to people as a big deal and produce the content to back it up, more people will listen in.

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Cheers!

Callum.