



National Federation of Community Broadcasters

Professional Radio Skills Training

Minneapolis Metrodome

Four Points Sheraton
1300 Industrial Boulevard

A Full Day Workshop for Radio Broadcasters, presented by Dick Brooks

September 8, 9 & 10, 2006

Four Points Sheraton Minneapolis Metrodome
1300 Industrial Boulevard
Minneapolis

Dick's workshops are consistently among the highest rated at the NFCB Conference every year. Attendees notice an immediate upgrading of their skill level, more confidence, and improved air sound. Recent workshop participants said, "Dick Brooks is without par in terms of his presentation skill, ability to inspire, and effective teaching. I understand clearly what he is trying to impart and why when I leave a session with him and most importantly, I use his information daily from then on and remember the things he says for a very long time. He is a treasure...smart, funny, well-spoken, focused, committed, attentive." "I feel like Dick Brooks raises the bar for what it means to be a community radio producer. We train our volunteers based off of his interviewing strategies and it has really improved our programming."

These trainings are open to all. Registration is required.

Professional Radio Skills Training

Offered 3 times 9-5 Friday Sept. 8, Saturday Sept. 9, Sunday Sept. 10. Each day is limited to 10 people.

Radio is an intimate, fleeting and evocative medium; voices paint pictures in the mind. Good radio stories require attention to detail, from the host introduction to the reporter's tag. Erosion of detail causes production to quickly crumble.

The workshops provide instruction, practice and critique on the critical details of story development, interviewing to get the best material, script writing and performance designed for maximum listener interest and story impact. Producers learn to "vet" or critique each other's work in a positive and constructive manner that leads to better collegial relationships and better radio productions.

The workshops rely on audio demonstration, group participation and interaction, creativity exercises and critique. Participants are allowed full opportunity to question, test and evaluate the ideas and techniques throughout the workshop. Upon completion of the training participants are able to creatively develop fresh story ideas and convey them to listeners in a clear, brief and accurate manner.

The Day is Broken into Three Modules

Story focus Getting a story idea, evaluating it and then developing a clear focus and plan *before* recording any tape or contacting sources. The result is more efficient production, faster turn-around and fresher stories.

Writing for the ear The eye and the ear process information in fundamentally different ways. Since grammar school you have been taught to write for the eye, not the ear. Until now, producers have read aloud material written for the eye as if it were speech, attempting to sound conversational by using vocal control and emphasis. Producers will learn to convert their writing, through “ear editing,” into speech. The result is an astonishing new level of clarity and listenability.

Radio Interviewing is a professional skill—not a talent. The workshop demonstrates the value of pre-interview focus and development, how to insure that interviews zero in on what’s most important, and avoid wrong turns and dead-ends that lose story focus. Social based interview techniques often inhibit guests and suppress information that would otherwise be forthcoming. Good interviewing strategy and technique delivers more efficient reportage and better content.

Professional Radio Skills Training begins with the ear; exploring and understanding how we process and transfer information verbally through structure, tone and inflection as much as word content.

Registration Information

Registration is limited to 10 people per day and workshops will be filled on a first-come-first-served basis. If you are flexible about which day you can attend, please indicate your first, second and third choices on the registration sheet. If you only have one or two choices, mark your first only or your first and second only. Registration includes continental breakfast. Lunch is on your own.

Hotel

There are a limited number of rooms for workshop attendees at \$79 per night single/double (plus 13% tax) at the Four Points Sheraton Minneapolis Metrodome. This rate is guaranteed until August 17th, but chances are high that the room block will sell out before then. Call 1-888-627-8129 or 1-612-331-1900 to reserve your room. Be sure to say you are with the NFCB training.

Dick Brooks began working in radio in 1976 and has served in every capacity from music programmer, to reporter, series producer to station manager and as a national trainer. He is a founder of the Great Lakes Radio Consortium and the Superior Radio Network. He has conducted on site training at more than a dozen stations and national conferences for the Corporation for Public Broadcasting, NPR and the National Federation of Community Broadcasters.

Brooks has produced numerous news reports, features and documentaries for NPR, CBC, SoundPrint and has created successful commercial radio services and audio publications. Brooks has received more than a dozen national and international awards for his radio work, including a National Endowment for the Arts audio artist in residence fellowship. He formed ActionMedia with Michael Goldberg in 1994. ActionMedia provides media advocacy, issue framing and training services to public interest groups, grassroots activists and organizational staff. ActionMedia also publishes a communications strategy website.