



WELT PROGRAMMING PROPOSAL

Background & Purpose

Community Radio 97.7FM WELT-LP is a non-commercial, listener sponsored community radio station broadcasting to Allen County. WELT-LP volunteers and staff provide quality programming and services to a broad spectrum of the community through:

- Promotion of communication, education, entertainment, and understanding by providing a forum for both the discussion of public issues and the expansion of musical and cultural experience;
- Facilitation of community expression and provision of community access to the airwaves for the purpose of sharing music, culture, news, and information;
- Challenge of the cultural and intellectual assumptions of our listeners through unique and diverse programming;
- Orientation towards the audience with concern for those under- represented by other media.
- WELT-LP is committed to radio programming with a human perspective – respecting all peoples and their environments.

Audience Identification & Targeting

Programs should target an audience by producing content with one or more of the following:

- Celebrating and supporting our local community to foster the creation of meaningful connections.
- Preserving and promoting opportunities for diverse artistic expression with a special emphasis on local, regional, emerging, and under-represented musicians.
- Engaging and enriching listener's lives through exposure to an eclectic blend of music and information presented by local voices.
- Education innovation, showcasing, and reform.
- Youth oriented and youth conducted programming.
- Civic engagement, leadership, and neighborhood action.
- Community work of and by underrepresented populations i.e., women's issues, immigrant communities, and the LGBTQ members.
- "Think tank" seekers of innovative civic ideas from our community and other communities to build local knowledge and discourse.
- Arts and cultural expansion including the process of creation in multiple mediums, writing and reading poetry, and local artists and musicians in creativity showcasing their art.

All programs should reflect and celebrate the diverse populations in Allen County.

To propose a show for WELT, please submit a formal WELT Programming Proposal using the forms below.

VOLUNTEER PRODUCER APPLICATION

Name	
Email	
Phone Number	
Street Address	
City/State/Zip	
How did you hear about WELT?	
Why do you want to be a volunteer with WELT?	
Do you have any previous community organizing or radio experience, such as on-air, production, etc.? Please explain.	
What area are you interested in volunteering (select all that apply):	
<p><u>Studio Assistance:</u> <input type="checkbox"/> OFFICE: Office work, stuff envelopes, telephone volunteers, maintain database <input type="checkbox"/> MAINTENANCE: Cleaning studios, organizing and maintaining remote and promotional equipment</p> <p><u>Station Programming/Production:</u> <input type="checkbox"/> ON-AIR PROGRAMMING: Create programs to air on WELT <input type="checkbox"/> PROGRAM SELECTION: Help select and approve programs to air on WELT <input type="checkbox"/> PROGRAM PRODUCTION: Help programmers create programs, edit announcements & station IDs <input type="checkbox"/> MUSIC LIBRARY: Check music for FCC regulations & add to automation system</p> <p><u>Station Development/Public Relations:</u> <input type="checkbox"/> FUNDRAISING: Organize events, contact donors & potential underwriters for contributions <input type="checkbox"/> OUTREACH: Tabling for WELT at community events, music concerts, etc. <input type="checkbox"/> WELT EVENTS: Tabling, security, cleanup, write publicity, hang posters, setup/ breakdown, serving. <input type="checkbox"/> WELT NEWSLETTER & SOCIAL MEDIA: Writing, layout, photos, editing/proofreading, distribution.</p>	

Applicant Name: _____

Date: _____

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We are seeking applicants with innovative ideas for programs that support our mission. The Programming Committee will review this information as the first step in considering your show proposal. Please answer the following questions with as much detail as possible to give the committee a full picture of what your show would sound like. Please include the volunteer application on the previous page and additional sheets with name(s), address, phone number, email, and organizational affiliation (if any) for all principals along with your proposal.

Explain in as much detail as possible the type, content, name, and format of your show. Please specify which audience your show will target (see list for Audience ID & Targeting).

How much peoplepower will it take to make your proposed show a success? (i.e., Who would host the show? How would you recruit new volunteers? Will it be guest-dependent?)

How often would you like for your program to air – daily, weekly, monthly or at some other interval? How long will your program run – 5 min, 15 min, 30 min, 1hr or some other length? Longer shows should be broken down into smaller segments for explanation.

Why is this show important for the community? What motivates you to want to do this show? How does your idea fit in with the WELT mission statement?

What resources do you have at your disposal to execute your show (people, equipment, contacts, etc.)?

Applicant Name: _____

Date: _____

Are there any partners or supporters in the community that your program would attract to provide underwriting/sponsorship for your proposed show?

What experience/expertise do you have? Please include any experience with broadcasting, as well as content-matter expertise.

How is your show different from any other shows heard on other stations in the area?

If there is not an opening for your show at this time, would you still be interested in volunteering at WELT in another capacity? Would you be interested in collaborating with others on a similar idea? If you have other specific interests, please include.

In addition to your written proposal, please include a sample recording of your program (at least 10 minutes) to give the committee an idea of your “on-air” voice and production ability. Produce your sample at 44,100 Hz 16-bit stereo, saved as 320kbps MP3.

APPLICANT CHECKLIST

Please include the following:

____ Volunteer application

____ Written proposal

____ Audio sample

PLEASE SUBMIT TO

jorourke@acpl.info

Or mail physical copy (CD or flash drive) of electronic proposal to:

WELT
900 Library Plaza
Fort Wayne, IN 46802

Applicant Name: _____

Date: _____