
CREATIVITY IN PROGRAMMING

Creativity in programmes:

- Arranging the different elements in the best way to achieve desired effect: eg to make a strong point, to move the audience emotionally, make them laugh, tell a story, inform, educate or entertain.
- Scope for great variety
- Constraints (limits) based on eg the audience, time limits, station policy etc.

Radio is an art form:

- Can touch people at the deepest level if done with skill and insight.
- Parallels with a painter or a composer - take some basic materials and try to communicate something to another human being through them.
- The element of emotion – how will you make the audience FEEL the emotions you're presenting to them?

God :

- The greatest artist, designer, communicator, source of all ideas.
- Allow him to accompany you on this sound journey.
- Pray through every stage of the production: the basic ideas, who to interview, pray before each interview and studio session.

Four questions:

Who is my audience?

What is my message?

What are my materials?

What is my structure?

Who is my audience?

Who am I talking to? What do I know about their lives, interests, desires and hopes? How will I target my material to them?

What is my message?

- Think of a lot of ideas to begin with
- Be selective - find the one idea or small number of ideas (depending on length of radio item), to focus on and make relevant to the audience.
- Give God time to speak.

What are my materials?

- Elements of a radio programme: narration, interview, voxpop, drama, music, sound effects (FX), actuality).
- Can all be handled creatively.
- Mixing it. Be experimental. Exercise your imagination, try to hear the effect of a mix in your head before you actually hear it with your ears.

What is my structure?

- Order your material in a logical way – provide a clear path that your listener can follow.
- Use repetition. Have recurrent themes that keep coming back so the listener doesn't lose interest.
- Audio signposts.

Communicating the Christian message

- Find common ground with the listener - things they recognise and are interested in.
- Consider what elements of these are relevant to Christianity.
- Value of popular TV shows, films, events in the news, current, topical things.
- Create a twist that surprises.

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