

Branding Your Own Radio Show

Thank you for taking the time to review the information in this document. This is a written version of the information delivered as part of the first Soft Skills Workshop of 2025 within the scope of the Radiometres Program. This workshop is entitled “Branding Your Show”.

In this workshop, we go over why and how we brand our shows, as well as why it is important. We will also instruct you in creating the first materials you’ll need to put your best foot forward with our current and potential listeners. These materials include a quality show description, a quality promo for on-airplay, and starting points for social media and verbal communication regarding your show. Additionally, we’ll show you how to navigate the CFRC website to update your program page.

Creating Your Show Description

Your show description is listed on our website, and should contain the following information at minimum

- **“Who?”**: Who is hosting the program? Use your name or DJ name to your comfort.
- **“What?”**: This includes the name of your show and its premise and content.
- **“Where?”**: Be sure to emphasize where folks can tune in. In this case, that is CFRC 101.9 FM, and cfr.ca.
- **“When?”**: What is your timeslot (day and time)? How long is your program?

Your show description should be between two and three sentences. If you have more room, feel free to add information that pertains to **“why”** folks should tune into your show. However, this information is more pertinent to your on-air promo, illustrated in the next session.

Overall, you should do your best to create a description which is informative and brief, as well as witty and/or creative. Please feel free to brainstorm with your fellow volunteers and folks in your life to make it the best it can be!

For example, a not-so-good fictional show description might look like:

- *“Great rock music for Fridays!”*
- *“New indie music!”*
- *“This one of a kind show stretches beyond the simple confines of ordinary life and invites you to experience the universal language of...”*

Although some of our key information is included, they are either too short, too long, or too vague to be useful for our purposes.

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A better fictional example of a show description looks like this: *“Indie, classic, grunge, experimental, blues, industrial, and more! Tune into The Boulder on Fridays at 11 PM with Maeve and Noor for an hour of rock in all its forms, only on CFRC!”* This example gives all the key information, is brief, witty and creative.

Creating Your On-Air Promo

With an on-air promo, you have a few more seconds to tell folks **“why”** they should tune in. This is a pre-recorded audio material that will be played on the station. For your script, use your show description as an outline, but give us a little bit more! Hit all your five W’s but focus on engaging your new audience. Tell us what is exciting and unique about your program.

Please keep this brief, 30 seconds is best, and be sure to select some bed music and sound effects that represent your show and grab attention. Mostly, remember that delivery is key: be yourself, but keep your tone upbeat and your speech clear.

Here is a good example of a show promo script, which builds on our good description:

“Indie, classic, grunge, experimental, blues, industrial, and more: rock in all its forms lands on CFRC 101.9fm and CFRC.ca every Friday from 11pm to midnight with: THE BOULDER. Join us, Maeve and Noor, for a fresh rock mix each week, featuring the old, new and the best of the best. Follow us on @theboulder.cfr for more, and don’t forget: Fridays, 11pm on CFRC, don’t miss out.”

Identity, Messaging & More

When considering your show and branding your show, here is a starting point for a few things to consider:

- What colour scheme, text, images or logos come to mind? Take a scroll through existing CFRC shows to see what your options are, from simple to complex!
- Find a few key messages for your show to maintain across all platforms, similar to your show description and promo.
- What is the “attitude” of your show? Pick three key adjectives to keep in your back pocket for on-the-go pitches on campus, with your friends, or wherever else you may want to tell someone about your program.

Technical Information

The following is a step by step guide to change your show description on CFRC.ca

1. Visit cfr.ca in your browser.
2. Navigate to “Listen” on the top of our home page menu, and select “Programs” from the dropdown menu.

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3. Ensure you are logged in to cfrc.ca at this point, or you will not be able to edit your show. If your name is not displayed in the top right corner, select the button that reads “Log In” in that same space, and log in with your email and password. You will then be able to resume this task.
4. Scroll down and select your program, listed alphabetically.
5. On your show page, select “Edit Program” in the bottom left.
6. Here, you can type your new show description under “description”. You can also shorten this down to a few words under “Short Description” for quick reference on our program page.
7. When you are done, scroll down and select “Save Program”. Your new description is now visible on our website.

Additionally, please feel free to book studio time and CFRC to record and edit your on air promos. Finished promos can be directed to Jesse Bell at programs@cfrc.ca.

This document, our workshop series, and attendant videos available on [CFRC's Youtube channel](#) are made possible through the generous support of the Community Radio Fund of Canada's Radiometres program.