



**PRESENTING ON
RADIO CHRISTMAS**

Radio 2017 Christmas

Thank you for your interest in helping us produce a high-quality and festive music production for listeners to Radio Christmas around the world. Here are some reasons why Radio Christmas is the world's most popular charity radio station:

-  On Christmas Day 2016 43,500 listened to Radio Christmas
-  Listeners from 178 countries around the world listen to Radio Christmas
-  75% of listeners to Radio Christmas are from the UK, US, Canada and Germany
-  Online listeners average around 20,000 per day
-  Radio Christmas raised £60,000 for projects helping street and high-risk children in 2016, which included a double your donation scheme of £20,000
-  When LIVE from the UK nearly 600 volunteers help us broadcast for 723 hours
-  Peak listener time is from 7:00am - 11:00am each day with a 30% increase in listeners on a Saturday

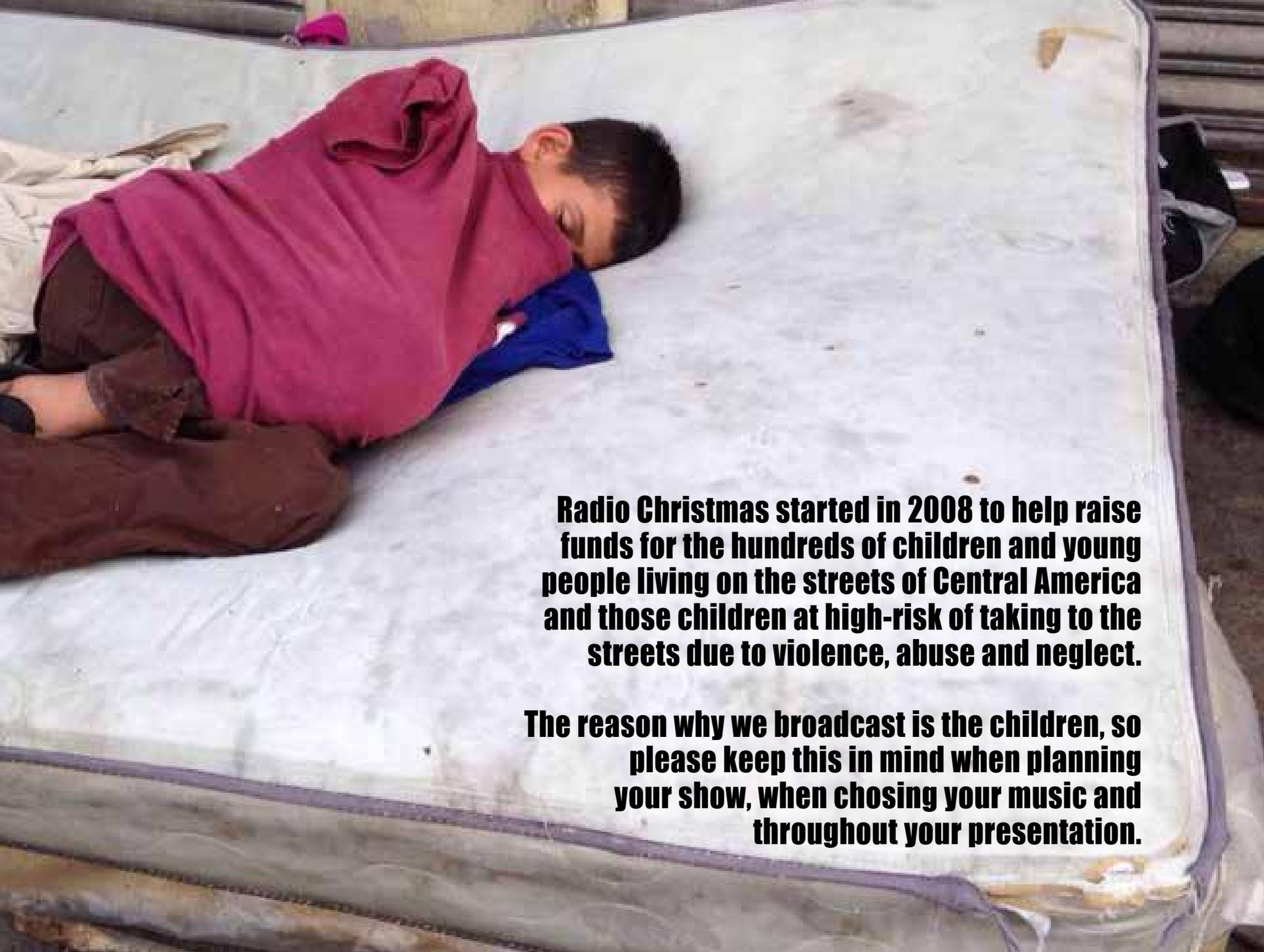


ONLINE

ON APPLE TV

ON YOUR MOBILE

ON FM (in 2018)



Radio Christmas started in 2008 to help raise funds for the hundreds of children and young people living on the streets of Central America and those children at high-risk of taking to the streets due to violence, abuse and neglect.

The reason why we broadcast is the children, so please keep this in mind when planning your show, when choosing your music and throughout your presentation.

When planning your radio show please remember the golden rules of radio broadcasting:

IT'S ABOUT THE LISTENERS

It is easy to get so involved in your radio show that you forget the people who are listening. You might have family and friends listening who will get your in-jokes but most won't, so try and include listeners in your show. Try and make the listener feel welcome and a special part of your show. The show can't be about you, it has to be about those listening.

IT'S RADIO AND PEOPLE CAN'T SEE YOU!

It sounds silly to mention this but believe us, many presenters fall over this hurdle. Remember to describe things you might have in your hand, such as prizes and describe where you are broadcasting from.

TELL PEOPLE WHO YOU ARE

Listeners love to know who you are and we have had shows where the presenters forgot to mention their names. Tell the listeners something about who you are and why you love the music you are choosing and why you are helping Radio Christmas. Be personal and listeners will warm to you.

WE ARE HERE TO RAISE MONEY FOR THE KIDS

Radio Christmas was founded with the focus on raising money to help street-living and high-risk children and youth have a chance of life beyond Christmas. Try and include stories and news from the projects (*check out the Street Kids Direct Facebook page and Dunc's Director Blog*) and weave these stories into your programme together with ways people can donate and give all year round.



BE PREPARED

Like anything else important in your life, preparation is a vital element of success. When you begin to get excited about your own radio show then start to make notes of ideas, music, jokes, stories and other content and then give twice the amount of time in preparation than your show. There is some very helpful tips on the next page about how best to prepare for your show.

HAVE FUN

Radio Christmas is fun! We want the listeners to know that our presenters are having fun as this will make them relaxed and enjoy the show with you, so relax and enjoy the experience.

However, if the focus of your show is just your own fun then the listeners can be lost and turn off. Over the years we have seen how groups of friends gathering in a radio studio can produce a huge amount of interest but also if the humour is only for those in the studio the listener can feel alienated, so work on how best to include them in your show.



HOW TO LISTEN TO RADIO CHRISTMAS

LISTEN ONLINE

Just click the LISTEN LIVE button on the Radio Christmas website to hear the live programmes from our Amersham studios.

We also have a non-stop Christmas channel where you can enjoy us all year round with a superb selection of festive music and jingles.

LISTEN ON APPLE TV

Thanks to Apple you can now listen to Radio Christmas (Non-Stop Christmas feed) all-year-round on Apple TV under the “Ambient” category.

LISTEN ON YOUR MOBILE

The Apple App for iPhone and iPad is available from iTunes. It is called “RadioXmas” and you can select Radio Christmas LIVE and Non-Stop Christmas.

The Radio Christmas Android App has experienced problems and is no longer supported. We therefore recommend you download the free app (**SIMPLE RADIO**) and then select Radio Christmas.



All the information on how to listen is on our website

SOME HELPFUL TIPS

- ❄️ You will need about 8 tracks for a one-hour show.
- ❄️ Your show starts at 4 minutes past the hour and will include advert breaks at 20-past and 20-to the hour.
- ❄️ Jingles can be added by you (if you are recording your show from home) or by us during your show. They can be downloaded from the link on the website under the Presenter page.
- ❄️ Time checks can only be given by LIVE shows, so please do not refer to the day or time unless you know the exact day and time your show is going live.
- ❄️ Point listeners to the website and giving link 2-3 times during your show.
- ❄️ Station IDs are used regularly so please add these in your show by saying something like “You are listening to Radio Christmas - online - on Apple TV and on your mobile” or “This is YOUR NAME and you are listening to Radio Christmas”.
- ❄️ Radio Christmas operates from a base of Christian morals. We do not allow explicit tracks to be played and cannot broadcast material that will cause others offence or is discriminatory in any way.



CONTACT RADIO CHRISTMAS



01494 853797



studio@radiochristmas.co.uk



TEXT: 70099

Start your message with the word KIDS to ensure it arrives at Radio Christmas. All text messages cost £1.00 plus your standard network rate, but the £1.00 comes to us as a donation for Street Kids Direct



#RadioXmas



Facebook/RadioChristmas



Instagram name: christmas.radio

DONATE

DONATE ONLINE

Just go to the Radio Christmas website and click the 'DONATE NOW' button. Remember 100% of your donation goes directly to the projects we support in Central America.

DONATE IN PERSON

- Cafe Africa, Chesham Road, Amersham

REGULAR GIVING

Why not consider supporting Street Kids Direct all year round? Your monthly gift will help us make a greater impact in the lives of children at risk.

SPONSOR A CHILD

For just £22 a month you can sponsor a child in the children's home in Honduras.
More information our website.



 **Radio 2017**
Christmas 

www.radiochristmas.co.uk

www.streetkidsdirect.org.uk