Summer Radio Camp

A way for your college radio station to make money, teach radio to youngsters…and have fun! 😊
How this idea got started...

Rodger needed money, WGMU needed money, Comm needed promotion...
Purposes of Summer Radio Camp

An opportunity to teach radio broadcasting skills to youngsters
A chance to promote your station
A chance to promote your department
A chance to promote your university
An opportunity for students to earn credit and/or get paid
A GREAT FUNDRAISER FOR YOUR STATION
What you need (from my experience)

Three to four studios
  • Console
  • Computer (Adobe Audition)
  • Two or three mics
  • Enough space for four people

Three to four assistants (student and/or instructor leaders teaching radio skills)

Three to five hours

Place to eat lunch (your campus)
Campers

Grades 6-12

12 campers, perhaps 13 or 14

Divide into four groups along age lines

• Three to four per group
What do we teach?

On-air
  • dj shifts

Production
  • commercials/liners/promos

News
  • Newscast/news report (interview w/ digital recorder)/commentary

Sample work
Forms and Materials

Notice (on the web)
Registration Form
Schedule
  • Field Trip
Group Assignments
Release Form
Directions to campus
How do you promote?

University web site

Going to local schools
  • Journalism, video classes

Online newspapers/camp pages
Revenue/Expenses

Registration Fee
Camp director/assistant salary
T-shirts
  • logo
Audio produced in camp
dropbox
Vehicle/gasoline (field trip)
Background checks
Remember…

YOU ARE RESPONSIBLE FOR THESE CHILDREN
But above all…

Enjoy this!!!!
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