

Broadcasting Criteria

As a local radio station we have a responsibility to provide a valuable service for the community. Our focus should always be on that, the listener. All presenters and producers are required to follow this essential criteria for every show broadcast on Express FM.

Local In Every Link

- Before you open your microphone you must have a good idea of what you are going to say, why you are saying it and whether it's relevant to your audience. Keep in mind who you are talking to and why they would listen to us over other radio stations.
- Whether it's local news or stories, references, comments on Portsmouth history, listeners shout outs, try and include an aspect of localness in everything you do.

News, People and Projects

- Everyone should be actively researching and talking about life in the city. It doesn't have to be hard hitting news, just something happening that people should know about.
- Include stories of local people, projects, and events, especially those which shine a light on positive and important work carried out by the people of Portsmouth. Where possible and appropriate, contact guests to appear on your show.
 - Music shows could have local artists, event organisers, or artists appearing nearby.
 - Talk based shows could have charity organisations, members of the local council or sports teams and so on.

Cross Promotion

- Every single person on air presenting a show must cross promote other things that are happening on the station. Utilise the prospects email address prospects@expressfm.com to let others know what is happening across the schedule and on your own show.
- Info can also be found on expressfm.com schedule pages. You should promote the upcoming show after yours as well as highlights from other shows on the schedule too.

Remember you are part of a team and we should all support each other.

We all have the same simple mission - **create an educational, informative, and inspiring local radio service for Portsmouth.**

Standard Style of Broadcasting

- Please ensure you reference the name of the radio station and, from time to time, mention the station slogan ‘local radio for Portsmouth’.
- Remember to speak to one person. Radio is an intimate medium and the listener will feel more connecting when you are talking directly to them and not to “all you out there”.
- Do your best to back time to the news, songs getting abruptly cut off is jarring to listen to. The same goes for talking over the backend of songs, if they are still singing at full volume, you shouldn’t be talking. Adverts should also be played as close as possible at the stated times in your clock. Talk into the breaks to tease what’s coming up and don’t talk out of the breaks or into the news.
- Always ask yourself “why do people listen to Express FM?” rather than another station, their own CD collection or playlist? Hopefully because you are providing relevant information and engaging conversation.
- Remember you are creating radio that is appealing to your audience, not what is appealing to you.

We have created a ‘Style Guide’ for tips on creating effective local radio so please do check that out in full. Another useful resource is David Lloyd’s book ‘[How To Make Great Radio.](#)’

Broadcast Area

