



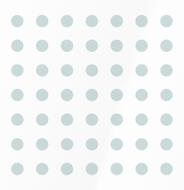
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FOR 2023**

# THE VOICE ACADEMY



## BUILDING CONFIDENCE IN NORTH DEVON

- Interactive Learning
- Group activities
- Individual Development





## Aim

***The aim is to improve individual self-confidence and self-esteem to better equip people in North Devon for careers through learning new transferable skills***

### Objectives:

- Offer a great platform for learning in North Devon
- Offer a unique range of training that can be used in everyday life as well as in the broadcast media
- Give the people of North Devon a safe environment to explore their passion in audio production, from radio to podcasting.
- To unlock talent and passion within people that want to further a career in radio.
- To improve confidence in technology and how it can be used

Above all the academy wants to give young people new skills that will help them improve their work opportunities, be that in broadcasting or by improving confidence in general life situations.

The academy is aimed at younger people, from school age through to mid twenties, who are looking to learn new skills.

This is an exciting time for The Voice (North Devon) CIC, as we continue to grow what we offer the community of North Devon. The Voice Academy gives a new spectrum of tools for youths and young adults, to enable them to learn valuable skills, that can be transferred to other careers, or simply benefit individuals with an increase in confidence and self-esteem.

We can tailor the opportunity to fit your groups needs ranging from the following:

1. Marketing – How and why?
2. The Who, What and Why of advertising, from the idea through to execution.
3. Audio - Planning, Preparation, Construction, Editing, Execution, for Radio or Podcasting.

We have a team of 5 professionals with over 100 years' experience in radio/marketing/and digital marketing combined.

We have two rooms for classroom style training, and two Academy studios in addition to our main studio.

Our courses can accommodate up to 16 people, in the case of audio we would run two groups of 8 alternating between studios and classrooms - to avoid over-crowding.

All audio courses would give each attendee an audio file to take away with their production, be this an example of an advert, a podcast, or a news story.

If you have a something you want the course to be based on, we will tailor it to your needs, for example, looking to build confidence, make an advert for a person, highlighting their qualities, what makes them who they are, with excerpts from other people? Then produce it.

To give the people of North Devon a safe environment to explore the world of audio



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## FEEDBACK FROM PETROC

"From a feedback point of view, I think it went well, there was a good level of interaction and time for them to think and get involved. As we said yesterday more time in the studio would be great - as further modules for your academy that would be the way to go.

I definitely think that they got a lot out of it, not only spending time having to consider themselves as a brand, having to write a script etc, all these things are really useful skills for them, to boost their confidence, make them think succinctly and I do also think for these particular students started to give them some real life experience of what the industry is like"

So thank you so much

Thank you for all you have done.

Best regards  
Roz

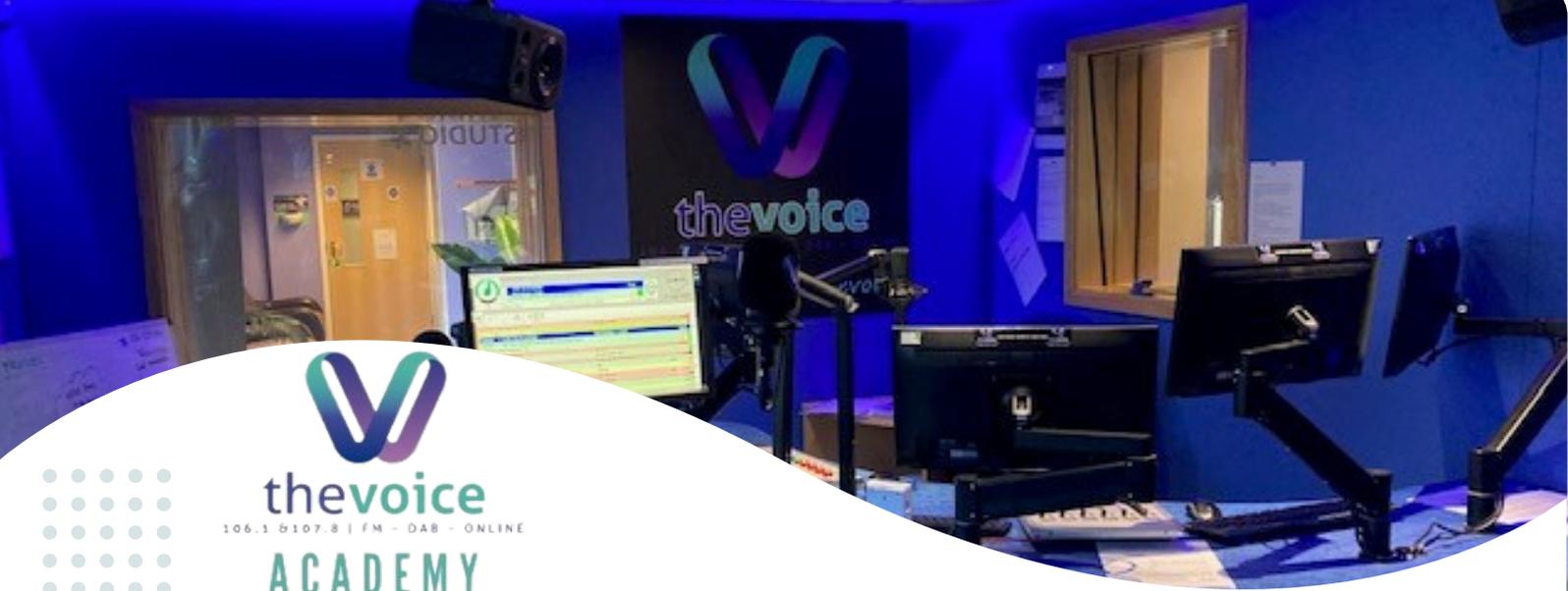


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## EDUCATION AND TRAINING

- Courses are held in our conference room and studios
- We can tailor all courses to your needs
- Most courses are 5 hours unless stated
- Minimum of 4 people, maximum 16 people per 5 hour course.
- Below are a few examples of what we can offer.
- Investment £350 per 5 hour course - one fixed price for up to 16 people.



## ME - as a BRAND

### Aim

The aim of this course is to improve individual self-confidence and self-esteem to better equip people in North Devon for careers through learning new transferable skills

### Objectives:

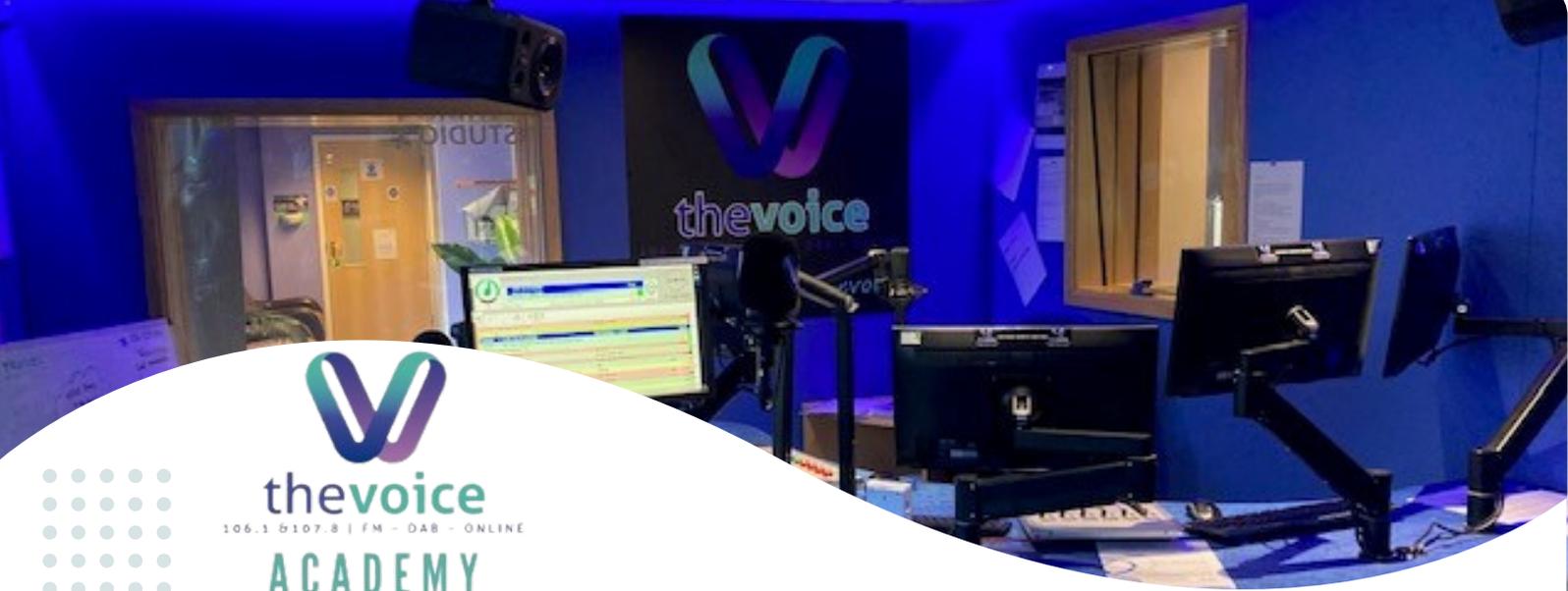
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The Master Class is a 5 hour session exploring who we target with advertising, what we want the listener to do and why they should do it. This is done through discussion and creation of a script for each attendee. The language, tone, style and music all contribute to the overall impression given. Once we have a basic script we will look at production of some of these, showing how to layer the audio to create a commercial giving the unique selling points of each candidate. The audio is then given on completion of the course for each attendee.



- Interactive Learning
- Group activities
- Individual Development

We can tailor all courses to your needs



## Creating a Radio Show

### Aim

The aim is to improve individual self-confidence and self-esteem to better equip people in North Devon for careers through learning new transferable skills, a lot of team work, self-analysis and creative thinking.

### How to create a Radio Show.

8 hours session.

This course is 8 hours long, with 4 key sections.

#### Step 1,

We analyse what a radio show consists of, and what the aim is of the radio show, to do this we must consider the listener and their mode throughout the day, so day parts, demographics, styles of programmes.

#### Step 2.

How do we put step 1 together, amounts of speech, quizzes, other content, news, weather for example, and where do we get all of the information – and indeed how much information do we need.

This is where we give some time to students to start thinking about what should go into a show and what they would like in their show, they will be divided into groups at this stage.

#### Step 3.

The creation and delivery of the show, we create the “clock for the show”. Learn interview techniques, how to sound professional and how to create links.

These are then voiced and the programme is put together.

This will be predominantly studio based, using systems and creating the programme. Students will work in groups of 3 or 4 to produce the show, covering all aspects needed for show they have decided to create.

#### Step 4.

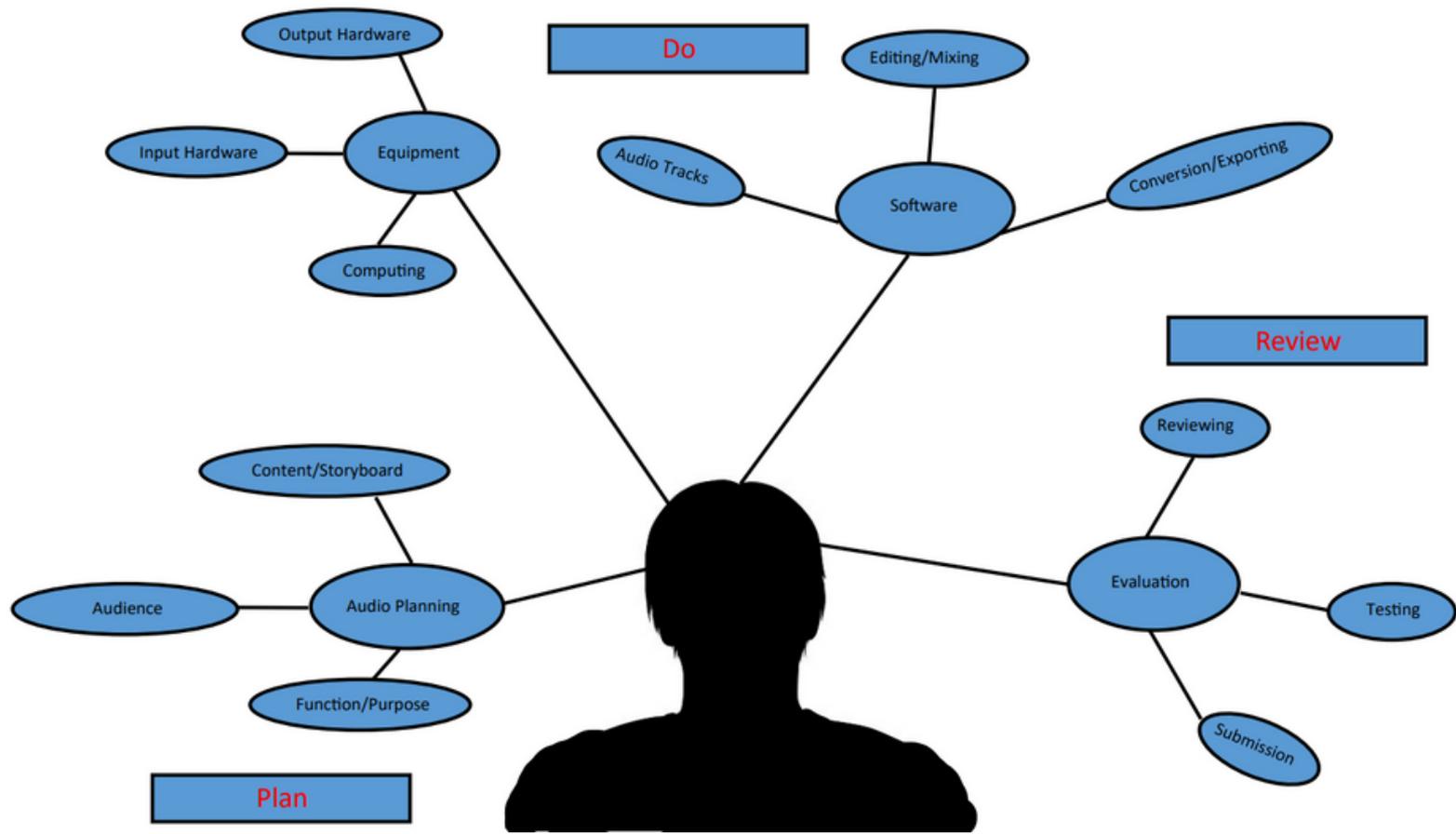
Analysis of the programme, has it achieved the aims, what was good about it, what could we do better next time ... flow, content, target market, style of delivery etc...

Listening back on the 4 programmes created and giving constructive feedback.

We can tailor all courses to your needs

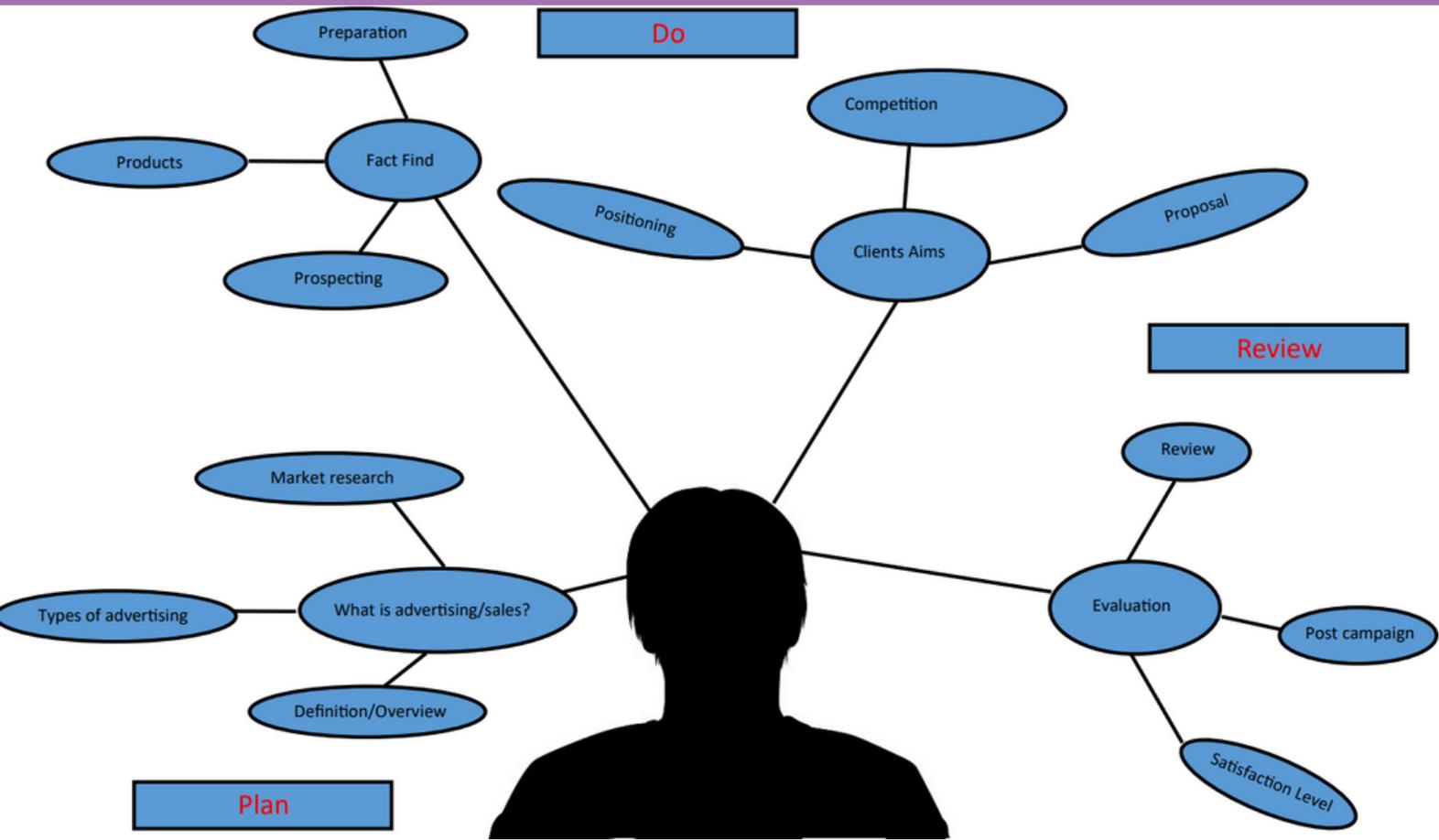


## AUDIO PRODUCTION (EXAMPLE)





# SALES AND MARKETING (EXAMPLE)

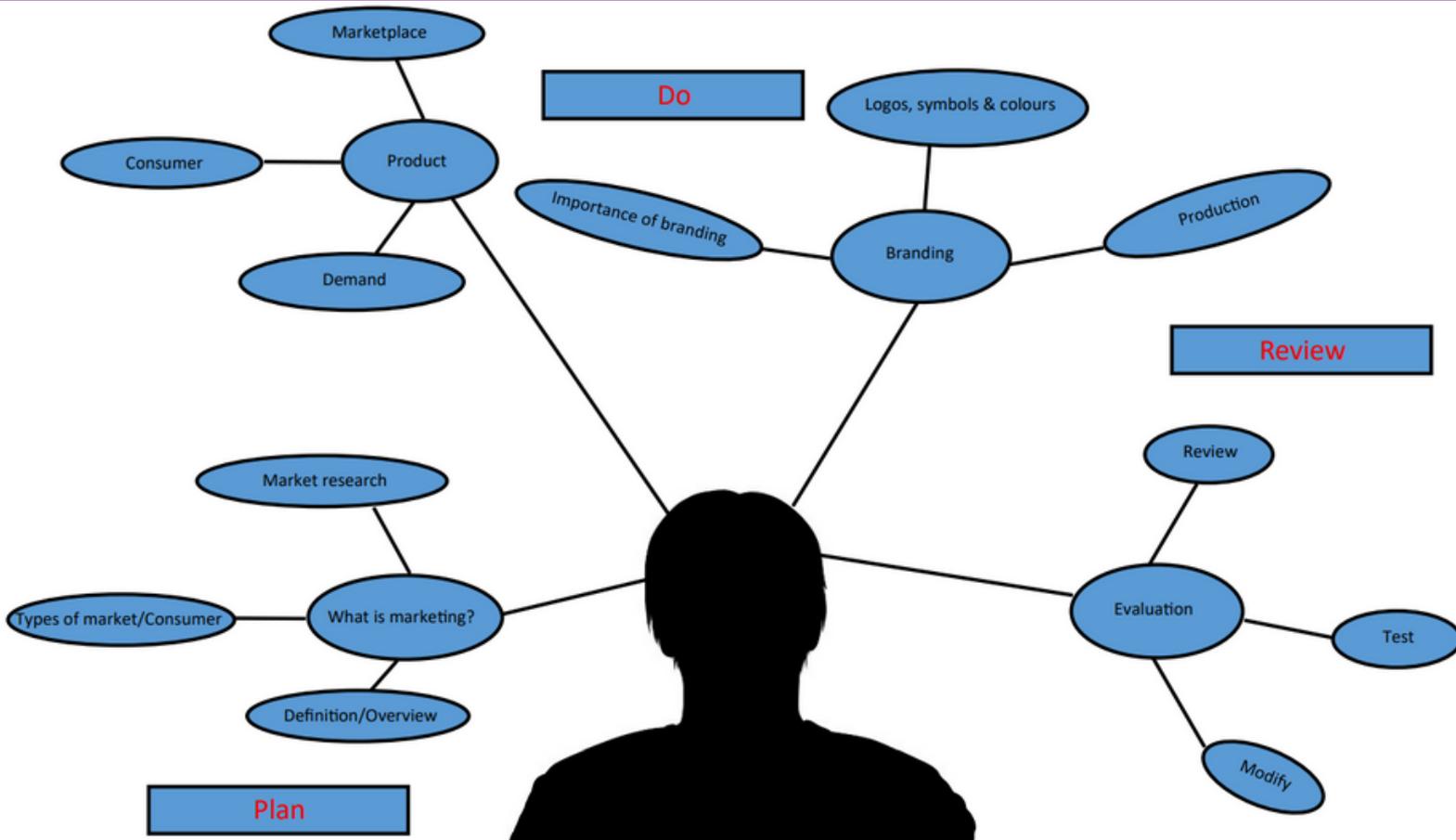




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# MARKETING/ADVERTISING/BRANDING (EXAMPLE)





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## FACILITIES

- 2 Fully Equipped Studios
- A Conference Room to seat 16
- A Presentation Room to seat 16
- All on Ground Floor
- Toilets
- Kitchen Facilities





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## COURSES

- Me - As a Brand - 5 hour course - £350
- Making a Radio show - 8 hour course - £500
- Audio Production - 5 hour course - £350
- Sales and Marketing - 5 hour course - £350
- Marketing, Advertising, Branding - 5 hour course - £350

All courses are available in term time, and during normal school hours, one price fixed fee for up to 16 people.

For more information or booking please contact [Jim.Trevelyan@thevoicefm.co.uk](mailto:Jim.Trevelyan@thevoicefm.co.uk)



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## LOCATION

The Voice Media Centre is located at Belle Meadow Court, Barnstaple, North Devon. EX32 8RJ.

Next to the bus station with Belle Meadow car park opposite, in the centre of Barnstaple.

