

## **PRODUCING A SHOW FOR SPROUTS**

Sprouts is distributed via the Pacifica satellite and is also downloaded by stations from AudioPort. If you wish to put it somewhere else as well, or reuse the content in a different form that's okay with us.

*Since Sprouts doesn't have paid staff available to undo confusion, our glue is the spirit of collaboration and cooperation. It is essential to adhere to the conventions and procedures given below to hold Sprouts together.*

*Please read all of this document and please, please remember to make a written release using the model for a release on page 3 and send it to Ursula ! If you have questions or need help, there are many of us here to help. Contact [Ursula@pacifica.org](mailto:Ursula@pacifica.org) 510-812-7989*

### **EDITING YOUR SHOW - Upload deadline is Wednesday at 2:00PM EST**

**As a Sprouts producer, log into AudioPort with :**

Email: [sprouts@pacifica.org](mailto:sprouts@pacifica.org)

Password: sprouts

**Show must be exactly 29 minutes to the second** (to accommodate automation systems)

**Encode final result** as a mono 44.1 kHz 128 kbps .mp3 file

**Content:** Your show can include segments from producers from other stations. This is Sprouts signature sound and we encourage this. However, it is not required if your own segment utilizes the entire 29 minute of Sprouts.

**If you include segments from other producers in your show:**

Find out the length of their segment(s). Be sure, in your script, to introduce their segments and credit them. Credit them at the out-tro of the show as well, at the end of the show.

Send them the "encode final result" info (given above).

**Intro & outro.**

Listen to a sample Sprouts to hear how the intro and outro sound:

<http://audioport.org/index.php?op=series&series=Sprouts>

**Sprouts theme music:** Use with intro, outro, midtro. Listen to & use a sample Sprouts show as a model. You can find the Sprouts theme music in Audioport. We have created a separate series for the theme music in order to make it easy to find. Sort by "SERIES" and look for the series called "SPROUTS THEME MUSIC." It is written in upper case letters also to make it easier to find. The theme music is not password protected so you will be able to access it without logging on. The url for the music is:

[http://audioport.org/index.php?op=program-info&program\\_id=64162](http://audioport.org/index.php?op=program-info&program_id=64162)

**OPENING: (Theme music with fade-out)** "Welcome to Sprouts, Radio from the Grassroots, a weekly program that showcases radio production by independent community media. We bring local stories to a national audience, produced at a different location every week." *(MANY PEOPLE PUT IN SOME SOUND FROM THE SHOW HERE, AS A TEASER)* " I'm [host's name] of [station or production group] in [city], [state]. Today on Sprouts, we will look at (hear from etc) [topic and billboards]."

**MIDTRO:** (between segments at or close to 15 minutes): "You're listening to Sprouts, radio from the grassroots, a weekly program bringing you local radio productions of national interest. [Here you should re-identify yourself, your location, and your topic for new listener]" **Sprouts music or other music optional.**

**CLOSING:** "That's it for Sprouts. You have been listening to *(PEOPLE & TOPIC OF YOUR SHOW)* Our contributors this week included [name of each segment contributor and their station, city and state]. Production assistance came from [name, location, production entity]. Music you heard included...[song names, artists] The Sprouts theme music is "Torpedoes on Tuesday" by Poison Control Center. Sprouts is a weekly program produced in collaboration with community radio stations and independent producers across the country, bringing you local radio productions of national interest. The program is coordinated and distributed by Pacifica Radio. Thanks to Michael Yoshida at satellite operations. If you or someone at your station has a radio production that you wish to rebroadcast on Sprouts, to showcase it nationally, contact our air traffic controller, Ursula Ruedenberg, at [u-r-s-u-l-a@pacifica.org](mailto:u-r-s-u-l-a@pacifica.org). that's u-r-s-u-l-a@pacifica.org " This week's producer was [name, location, production entity – "me" if it's you]. I'm [host's name] in [location]. Thank you for listening and see you next week on Sprouts.

**(Theme music fades up from under closing)**

**--- Please check the sound levels throughout your program before uploading!**

**--- Please make sure that your show file is a mono sound file!**

**--- Please make sure to make a written release using our model (below)!**

**--- Pleasemake sure the show is exactly 29 minutes (for stations'automation systems)**

*If you need help with anything, let us know; we are your safety net. Contact Ursula Ruedenberg 718-857-2394 or [Ursula@pacifica.org](mailto:Ursula@pacifica.org).*

**Name your show file in your computer:** Example: Voices of Resistance (Don't precede the title with the word "Sprouts," – the web site adds that automatically when you upload the show.

**Editing Metadata:** Informative metadata allows stations who use auto-play to help DJ's and engineers correctly identify what's up next. Please use the following guide when filling out the metadata box that appears before exporting from Audacity:

*Artist Name* – Your Station/Group Name

*Track Title* – Title of Your Episode

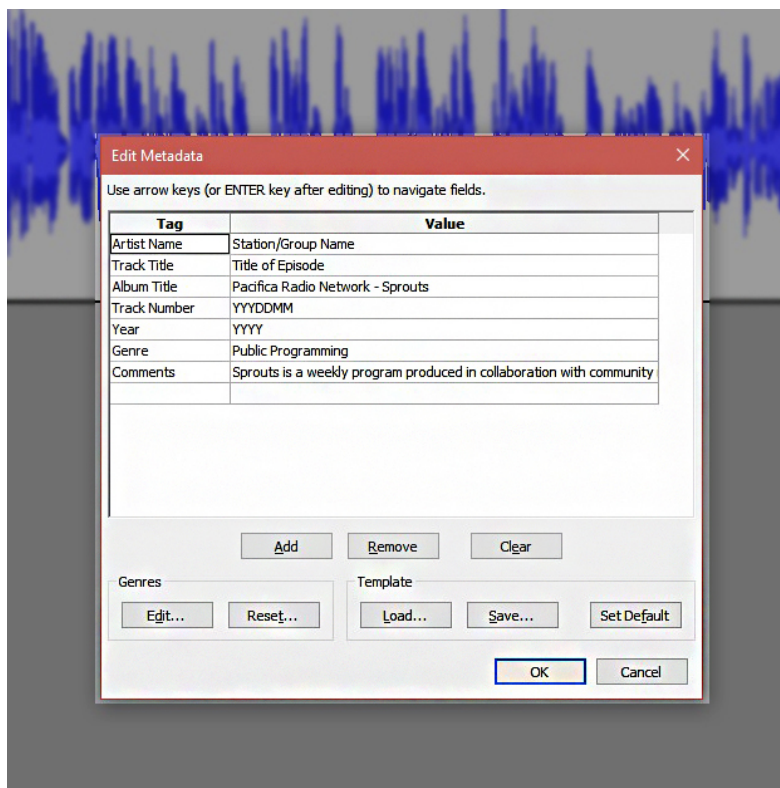
*Album Title* – Pacifica Radio Network – Sprouts

*Track Number* – YYYYMMDD

*Year* – YYYY

*Genre* – Public Affairs

*Comments* – Sprouts is a weekly program produced in collaboration with community radio stations and independent producers across the country, bringing you local radio productions of national interest. The program is coordinated and distributed by Pacifica Radio.



**Upload** the file at: <http://audioport.org> - log in:

Email: sprouts@pacifica.org

Password: sprouts

Go to "ADD PROGRAM" link

If you want guidance, please check another sprouts show download page for an upload format to follow or feel free to call Ursula at 510-812-7989.

**Program Title** (first question asked during upload): enter the name of your specific Sprouts show, not the generic Sprouts name.

**Series** (second question asked during upload): select "Sprouts" in the drop-down

In the notes, please include what date (always a Thursday) your satellite uplink is scheduled for. You can add as much text as you wish under notes

**Program Type** (third question asked during upload): select "Weekly" from the drop-down.

- The rest is pretty self-explanatory but contact us if you have questions.
- In the **Summary** box be specific about what the show covers. Brief and specific is best for promoting your show.
- When asked at the bottom for the upload date, be sure to give the date of the day the show is to be released by our office. All Sprouts shows are scheduled, so if you have not scheduled your show, call Ursula at 510-812-7989 or ursula@pacifica.org.
- In the "**Program Notes**" box you can add as much information as you like and **please put this branding paragraph at the bottom.**

Sprouts is a weekly program that features local radio production and stories from many radio stations and local media groups around the world. It is produced in collaboration with community radio stations and independent producers across the country. The program is

coordinated and distributed by Pacifica Radio and offered free of charge to all radio stations. For information, or if you would like to feature your work on Sprouts, contact Ursula Ruedenberg at [ursula@pacifica.org](mailto:ursula@pacifica.org).

**Deadline for uploading show:** Tuesday noon EST. Please upload the show by Monday, if possible (not absolutely necessary but Tuesday noon is necessary). Your show will be automatically hidden in the Sprouts workroom and will not appear on the public cue in Audioport. Our office will make the show available on Wednesday.

We make Sprouts is available in Audioport on Wednesdays around 3 PM. It appears on the satellite Thursday at 3 PM EST. The early upload allows the satellite crew time to do what they need to do. They give Sprouts special treatment as a courtesy to the affiliate program. They need cooperation and clear communication from us. If you miss the upload time, please write or call Ursula and tell us what's going on. We will work with you. SinceuUp-link time is not until Thursday, please don't dismiss the satellite if you miss the upload deadline

**Make a Release** by 2PM EST Wednesday:

Send release to: [Ursula@pacifica.org](mailto:Ursula@pacifica.org) (Ursula sends it to stations). In addition, feel free to send your release to anyone you want.

Below is a boilerplate release, below, to use for your release. Stations are accustomed to looking for these releases and the information they include.

This Week on Sprouts:

*TITLE*

*PRODUCER, HOST STATION, STATION LOCATION*

Left KU Channel

Thursday, DATE, 3PM EST

Total time 29:00 minutes

Download as broadcast quality .mp3 after Wednesday at 3PM EST:

<http://www.audioport.org>

Go to Weekly programs and click on: *NAME GIVEN TO FILE*, Or search Sprouts

This week's Sprouts edition is produced at *STATION* in *LOCATION* by *PRODUCER*,  
Music by: *IDENTIFY MUSIC IF YOU INCLUDE OTHER MUSIC BESIDES SPROUTS THEME*

*DESCRIPTION OF SHOW. INCLUDE TOPIC(S), NAMES OF WHO IS FEATURED IN INTERVIEWS, NAMES OF OTHER CONTRIBUTING PRODUCERS.*

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**There is a national programming announcement list serve for Pacifica affiliates. If you wish to be added to the list, contact Ursula.**

**Thank you for contributing to Sprouts. Let us know when you would like to contribute again! If you know of someone who could make a valuable contribution to Sprouts, tell them to contact Ursula at [ursula@pacifica.org](mailto:ursula@pacifica.org).**

**SAMPLE RELEASE:**

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**Send release to [Ursula@pacifica.org](mailto:Ursula@pacifica.org)**

This week's Sprouts: Voices of Resistance

Produced by:

Debbie Lienhart, KRFC, Fort Collins, CO

Elizabeth Robinson, KCSB, Santa Barbara, CA

Keith Rozendahl, KCSB, Santa Barbara, CA

Left KU Channel

Thursday, April 14, 2005 3PM EST

TRT: 29:00

Download as broadcast quality .mp3: <http://audioport.org>  
either use search work "Sprouts" - or go to Weekly Shows and choose  
sound file: "Sprouts: Voices of Resistance"

This week's stories:

Robert F. and Mabel Williams, producers of Radio Free Dixie and the newspaper The Crusade and Radio Free Dixie, were important figures in the Black struggle for self-defense and self-determination in the United State from the 1950's through the 1970's. The following excerpt is from a forthcoming documentary produced by and available from The Freedom Archives, [info@freedomarchives.org](mailto:info@freedomarchives.org).

Mary Agnes Lewis is an anthropologist in Oakland, California. She is a teacher, an intellectual, but above all an activist for social justice. She talks about her experiences as one of a handful of Black students at the University of California in the early 1960s who, of necessity, created an intellectual community of resistance.

On Thursday evening, December first, 1955, a tired seamstress became the mother of the modern-day civil rights movement when she refused to give up her seat on a Montgomery Alabama bus. Rosa Parks tells her story of what happened on the bus and in the days to follow in this piece from the Pacifica Radio Archives.

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