

Five Point Guide To Entering The Student Radio Awards

icradio»



1. Read All About It

Your first port of call should be the Student Radio Awards website, which is at <http://www.studentradioawards.co.uk/>. Here you can read the rules and guidelines, have a look at the different categories available and register yourself as a user. The most useful section of the site, however, is under the “Winners” tab where you can listen/read the entries made by previous winners.

2. Listen Again

This is, by far, the most demanding part of the process. Go back and listen to your shows. You can download them from the member’s area on icradio.com and use free software like Audacity to cut out good links. Look for a selection of links with a variation of lengths and content. Build a library of as many links as you want, I would suggest 15 – 20 to give yourself a good number of options.

3. Mix It Up

Each entry will have a maximum length so become familiar with it before starting. The demo will realistically contain 4 – 7 links and as the judges tend to make their minds up within the first 45-60 seconds it is important to start off with your best material.

Use an iTunes playlist or similar to create an entry of your best links. Listen back and then move things around, change the order, take out weaker links and replace them with others from your library. A good rule of thumb is to take out the two weakest links and replace them with the two links that aren’t in the demo.

Repeat this several times until you are happy with a running order. Then use free software like Audacity to merge the links together. The software is fairly easy to grasp and a simple fade out/fade in between links is fine.

4. And The Survey Says

Find out what people think of your demo. Send it out to friends, target listeners and other radio folk. It also helps to send a track list so that they can provide link by link feedback. Ask for thoughts on layout, content of individual links and what they think the demo is missing.

Take the feedback on board but don't be put down by it. There is no such thing as a perfect demo so people can always be critical. You may want to make changes, you may not. The best thing to do is a combination of the two and I would always recommend that you use your gut instinct over any feedback. Everyone said I should remove a link about adopting a donkey, the judges thought it was my strongest material.

5. Upload Here

Several versions later you have your final demo. You will need to make a written submission to support your audio – take this seriously as it can often be used as a tie breaker between demos of a similar quality.

If you are entering multiple categories then the audio and written entries need to be sufficiently different. This essentially means that you can use the same links in multiple entries but you cannot submit the same four minute audio.

Then all you need to do is upload your entry and the Student Radio Awards site. Entries usually cost about a fiver and the deadline is usually mid July. And that is the hard work over.

The judges spend all summer listening to our entries, nominations are announced in October and the winners in November.

Good luck,

Roushan