



brad kirsten  
MEDIA TRAINING

# RADIO PROGRAM FEEDBACK

*Gain a fresh perspective & raise the  
bar of your on-air products*

WWW.BRADKIRSTEN.COM

INFO@BRADKIRSTEN.COM

+27 83 725 3380

# PROPOSAL

## THE MISSION

Are you a Programming Manager who currently doesn't have the capacity to listen through all of your station's on-air content, regularly? Are your programs staying true to the Vision and Values you hold dear as a station? Are you attracting listeners, and growing advertising investment? **I ensure critical, objective, productive and goal-driven critique on selected programs across your station, to realign and re-energise presenters and their programs, to ensure maximum return on your programming investment.**

## WHAT YOU GET

*Feedback on:*

- Live Broadcasts
- Supplied audio clips
- Podcasts of program inserts
- Scripts and show prep

*You receive:*

- Detailed feedback document
- A Fresh Ideas proposal
- Access to further training and mentorship\*

*\*Addition cost apply*

## REPORTING POINTS

- Program INTRO and OUTRO
- Vocal performance analysis
- Audience engagement
- Crutches and fillers
- Link productivity
- Forward selling
- Back announcing
- Station promotion
- Calls to action
- Interviews
- Story telling
- Timing



## TRAINING CONTENT\*

- Cast your Vision
- Plan with Precision
- Know the Rules
- How to do Bad Radio
- The Path to Radio Excellence
- Understanding Influence
- Tell great Stories
- Become a Student
- Who are you Speaking to?
- Lose the Crutches
- Become a Critic
- Q and A

# PROPOSAL

## PRICING

### Starter:

1 Hour Listening Session

Receive:

- Feedback Document
- Fresh Ideas Proposal

**R 979.00 (including VAT)**

### Premium:

3 Hour Listening Session

Receive:

- Feedback Document
- Fresh Ideas Proposal

**R 2 779.00 (including VAT)**

### Premium Pro:

3 Hour Listening Session

Receive:

- Feedback Document
- Fresh Ideas Proposal
- PLUS: 3 hour Radio Presenter group training: "Dare to be Different" at 50% discount

**R 4 529.00 (including VAT)**

## PRICING - PER MONTH

### Starter:

1 Hour Listening Session

Receive:

- Feedback Document
- Fresh Ideas Proposal

**R 879.00 / month - Min 6 months**

### Premium:

3 Hour Listening Session

Receive:

- Feedback Document
- Fresh Ideas Proposal

**R 2 579.00 / month - Min 6 months**



# MORE ABOUT BRAD

## BRAD KIRSTEN

Since 2012, Brad has trained and mentored corporate clients, radio presenters and producers, in understanding the fundamentals of excellent interviews.

For the past 25 years, Brad has been producing and presenting audio programs, locally and internationally, and he has won the Africa By Radio Award for Excellence in Radio Journalism. He has been nominated for 6 South African Radio Awards as well as the 2022 'Goeie Gons' Award for Excellence in Radio Communication.

He currently guides new and seasoned radio folk, and corporate spokespeople to create and curate content that is Planned with Precision, Intentionally Excellent, and Accurately Applied to build their brands and thrill their listeners.



"Radio has the power to entertain, to educate, to inspire, to shape opinion and to build extreme brand loyalty"

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