

Guidelines for Submitting a Radio Series to ORANGE 94.0

What should you keep in mind?

You would like to propose a new radio series for the program of Radio ORANGE 94.0. To do so, you need to prepare a pilot episode and a written concept. You may also be wondering what chances your idea has—and what you should consider when submitting it. Here, we provide a number of useful guidelines. They serve as a basis for decision-making for the programming committee.

What is important in community radio and who decides?

ORANGE 94.0 provides open access to the medium of radio. However, access is not granted on a first come, first served basis. Priority is given to social, cultural, and ethnic minorities, as well as individuals and groups who experience marginalization and discrimination. This special mandate of community radio is defined in the [guidelines of ORANGE 94.0](#) and in the [Charter of Community Radios in Austria](#).

The six-member [programming committee](#) is responsible for deciding on the inclusion of new radio series in the ORANGE 94.0 program. The committee meets four times a year for this purpose.

How do you design your program concept?

For submitting a radio series, please use the „show concept template“ for regular series. Try to answer all questions included as thoroughly as possible. The programming committee considers your responses to all points. The most important criteria influencing their decision are outlined here as guidance for your submission.

Does your idea have enough content to become a full series?

Your concept should work for more than just a single episode. Think about the overarching theme of your series and which subtopics could follow from it. For example:

- **Main topic** → everything about potatoes
- **Subtopics** → history of the potato, different cultivation methods, potato recipes, potatoes as medicine, potatoes in fairy tales, potatoes in music, different varieties, potatoes and cultures

Each subtopic can form the basis of an individual episode. The main topic should not be too broad, but still “large” enough to generate new ideas for episodes.

Do you have enough time and resources for regular production?

Consider how much airtime is appropriate for your content and format.

Programs on our station vary in length. Many are one hour or half an hour, while others vary in duration. How much time does your idea require—and do you have that time available?

Take into account both the possibilities within the program schedule and your own capacity. This also includes deciding whether you want to produce the show alone or as part of a team.

Depending on your preferred way of working, you may want to consider producing within an editorial team. Sharing tasks and giving each other feedback can reduce workload, increase motivation, and make the process more enjoyable.

How do you design your pilot episode?

The pilot episode should make your concept audible—you put into practice what you describe in your concept. Its duration should match the airtime you are applying for.

Ensure a logical structure throughout the program. If you include longer interview segments, it is advisable to summarize them regularly through moderation.

Make sure your program is not only interesting but also pleasant to listen to:

- ensure clear audio quality
- use a variety of stylistic elements
- create a dynamic and engaging sound

Technical quality does not need to be perfect at this stage. Smooth transitions (e.g., between speech, music, and segments) help create a cohesive show—this improves with practice over time.

Do not forget journalistic standards: careful research, clear distinction between opinion and fact, and compliance with media and copyright laws.

Additionally, in community radio it is important to remain open to diverse perspectives and to critically reflect on dominant viewpoints.

Who do you want to reach with your series?

Radio is a medium for everyone. Think about your intended audience. Different types of knowledge and understanding often come together—such as languages, terminology, youth cultures, or communities.

Your series exists within a tension between addressing a specific community and contributing to a program that is generally accessible to all. Therefore, consider which target group(s) are most important to you and where you want to place your focus.

Keep in mind that you can never know exactly who is listening. Present your topic in a way that also engages listeners. Are you addressing experts who are already familiar with the topic, or do you also want to reach newcomers?

This decision influences the design of your series: the broader your intended audience, the more you need to ensure that listeners without prior knowledge can follow your content.

Is there already a show on your topic at ORANGE 94.0?

ORANGE 94.0 broadcasts more than 200 radio series. It is therefore quite possible that your topic is already covered by an existing program. You can find an overview on our website:

<https://o94.at/en/show>

If your topic is already represented, describe in your concept what new perspectives you bring. Alternatively, you can contact the existing editorial team to ask whether they are looking for additional contributors. We are happy to help connect you.