



NCRA Idea Thursdays - 27 November 2014 - Dave Del Rizzo
Network, network, network

Our first idea: Network, network, network.

Peach City Radio in Penticton is something that is developing out of (virtually) nothing. We've had some folks with experience with c/c radio within our organization, but most are new to the game. The questions of where we would be without having taken advantage of the NCRA and other stations is an easy one to answer - certainly not where we are today.

It's important to realize that it's easy to work in a bubble - and that sentiment doesn't apply solely to new and developing stations either. By reaching out and attending a regional conference, and a couple of national conferences, we've exposed ourselves to the most awesome family of people, and they're always willing to provide something - a response to email, advice on software, past documentation, I could go on.

Last weekend, we invited Myke Atkinson to visit us in Penticton in order to facilitate our annual Board of Directors planning retreat. We also asked him to speak to the public, and help give them some insight as to what a community radio station brings to the table in a community. Hearing this kind of stuff from someone outside your organization is just an amazing opportunity for your programmers, your members, and your community in general. The money we spent on a plane ticket and some lunch turns out to have been a very worthwhile investment in the future of our burgeoning station. The hours our Board spent with Myke the next day were just as, if not more valuable, as he helped us see through some of the fog along our forward path.

So, our first idea involves making an effort to reach out to others in the c/c community, for whatever reason. I know it happens already quite a bit where geography allows for it, but sometimes we can just get caught up in the work, and put things off. This listserve is also a great tool, and if you're reading this, you've just proven that point to yourself. In most cases, those personal connections we establish don't take a lot to maintain, but can be very worthwhile in the long run.

Also, be sure that this doesn't apply solely to new stations either - established stations quite likely may not realize just how valuable your phone call or email might just be to a developing or even just a smaller station.

So, that's our first idea. I was inspired by the most amazing weekend we had talking about radio with Myke for a good 24 out of the 48 hours he was here - we got our radio on. I realize it wasn't a profound, or even a new idea, but sometimes we need to be reminded of the things we take for granted. I promise next week's will be better!