Digital Audio Broadcast

What is digital audio broadcast?

A system for transmitting radio signals through high-quality digital stereo

Broadcast in Agriculture

The reach associated with digital audio broadcast makes it a valuable outlet for agricultural communicators.

Benefits of Audio Broadcast

1. inexpensive
2. large reach
3. popular
4. effective at building public awareness

Things to Consider

Audience –

Who will you be speaking to? What are their demographic? Your personality and the content of the recording should reflect your target audience.

Purpose –

What is the purpose of your recording? Is it educational or news related?

Personality –

Developing a personality for digital audio broadcast is one of the most important aspects of recording. You want your audience to be able to identify who you are while staying engaged to what you have to say. Your broadcasting personality will help you to develop a one-on-one relationship with your listeners.
Planning –

**Write a script! Rehearse your part. Do your research!**

Air check –

**An air check is a recorded and edited audio example of your on-air work. The air check is recorded by the broadcaster in order to listen back to himself or herself to do a self critique of each recording. The purpose of the air check is for the broadcaster to hear what was done well or not done well so they can continue to get better as an on-air performer.**

Writing for Broadcast

1. **Keep it simple!**
2. **Keep it short!**
3. **Keep it conversational!**
4. **Use active voice!**
   
   Passive: *The robbers were arrested by police.*
   
   Active: *Police arrested the robbers.*
5. **Use a lead-in sentence!**
6. **Put attributes at the beginning!**