



**Finding Your Frequency**  
Live Shows Friday at Noon Pacific with  
Minisodes on Mondays and Wednesdays  
**October 8th 2021: Encore: ChapterSix: The  
Basic Structure of a Broadcast**

It's your show, so you have some flexibility in the way you want to present it! This week VoiceAmerica CEO Jeffrey Spenard and VP of Broadcast Operations Ryan Treasure discuss the structure of radio programs and ways to not only find your frequency but deliver the production elements to your audience. Topics this week include the definition and narrative required to structure your weekly broadcast such as "show clock", "intros", "outros", "closers", as well as managing "segments" and of course "advertising and sponsorships". Jeff and Ryan will also discuss the dreaded "dead air" challenge with

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**Tune in**

Live Shows Friday at Noon Pacific Time with Minisodes on Mondays and Wednesdays



Questions? Comments?  
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**Featured Guests**



**Bonnie D. Graham**

Bonnie D. Graham "found her frequency" in the 1990s, when she was bitten by the standup comedy bug in NYC and decided to create, produce and host a cable TV show called "What's So Funny?!?". She was soon invited to produce and host a weekly radio show for WGBB - 1240AM, Long Island NY's oldest AM station, and then created Read My Lips Radio online, interviewing new authors.

[Read more](#)



**Randy Jackman**

Randy was born in Oceanside, California and raised in Henderson, Nevada but now calls the Phoenix area his home. Randy has been in the media industry since 2007 and is the Production Manager for VoiceAmerica.com. Randy interacts with radio hosts for training, editing, audio connections and getting guests on the air. He loves playing sports and stays active with his longtime sweetheart and three children who mean the world to him.

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