



Barely Audible Brief

A new audio podcast supporting mental Health issues in the UK. Produced by Broadcast East.

A social media campaign by Richard J Hannah of Broadcast East to support the aims of a number of charities leveraging his syndicated broadcast radio show -and the community radio network.

Background

Richard J. Hannah is a popular host of pre-recorded syndicated radio shows. He has been a voice-over artist for Sky TV, produced corporate audio and visual content, and managed a parallel career as both a broadcast professional and an international major programmes director.

Hannah's radio shows are typically music-based, with local news and reviews. They form part of a programme of shows that are designed to be family-friendly and fast-moving, and which support a radio brand. Four years ago, he had the opportunity to begin presenting "Week In, Week Out!" for KLR - Kings Lyn Radio and Seabird Radio on the East Coast, which subsequently became the syndicated 'Sunday Radio Magazine'. The show was designed with Sunday audiences in mind and features a variety of elements, including light-hearted quizzes and competitions, dedications, reviews of the latest films, and a round-up of the week's news stories. We are pleased to say that The shows are streamed on Sundays by two dozen digital Radio stations and are available on demand via Podcast Hosts including Spotify and Apple Podcasts, where they are downloaded in 10 countries.

Three years ago, Richard Hannah experienced a personal tragedy when his son passed away. In the wake of this difficult period, he began exploring ways to leverage his skills and expertise to support charitable causes. In particular, he has focused on charities that support people struggling with suicide and mental health issues.

He came to understand that digital radio would not allow for a 30-45 minute in-depth discussion, but that he could use a popular show to direct listeners to more thoughtful content. This led to the creation of the 'Barely Audible' campaign, which uses digital and community radio stations to 'advertise' content in a podcast.



Plan

'Barely Audible' Plan



The Sunday Sit Down

This is a brief, easily consumed piece created with digital and community radio in mind. The idea is to share stories in a concise format as a feature of an already popular radio show. The aim is to create a piece that can be used across the airwaves, with the intention of directing listeners to the longer podcast, 'Barely Audible'. The concept is to design a short segment that can fit within a 15-minute timeframe, incorporating music selected by the guest and encouraging listeners to gain further insight into the guest and their cause.

{Level of effort 60 minute chat with Subject.}

Barely Audible - podcast

We will craft a 30-minute audio podcast for the Audible Platform to set out the aims of the charity, tell the subject's story and, provide some advice and insight that may be of use

{Level of effort Three Hours with Subject.}



Radio Advert

The aim is to produce an impactful radio ad that can be used by smaller stations to signpost the work of chosen charities after the Sunday programme has aired. The ad would be 30 seconds long and would feature the 'Here to Help' theme. It would be made available for download by any station, whether or not they take the Sunday programme.

{Scripts, producer, Voice Overs, Music - If appropriate}

Progress -03/10/24

Richard J Hannah has spoken to three guests who have fit the areas that he wanted to support. These include *Silence on Suicide*, *A Hike with Mike* and RookMay on *Bipolar*. Work is being carried out to complete the first stage of the campaign, with the first Sunday Sit Down being planned for October with Simon Wilkinson, *A Hike with Mike*. The longer podcast is to be created in November.

Discussions have begun with Rook May and contact has already been made with SOS.