



****PRESS RELEASE****

Youth Radio Calls Young Broadcasters

Students aged 5-19 from schools and colleges across Eastbourne and Hailsham are invited to take part the ninth Eastbourne Youth Radio project in November.

EYR will deliver nearly 60 hours of packed programmes from studios at Sussex Downs College between 18th and 20th November. In addition to being able to tune in on 87.7FM, listeners will also be possible to hear programmes via the web at www.eyr.org.uk

Organised by Eastbourne Education Business Partnership and Sussex Downs College the project is firmly part of the Eastbourne annual calendar and is eagerly looked forward to by everyone involved. The British Wireless for the Blind has very kindly agreed to be the lead sponsor again.

EYR provides the opportunity for young people to prepare and present material in partnership with local business and community organisations. Here's what some participants had to say about last year's event. "A unique experience that involves and focuses the students more than any other project within their college education", College Lecturer. "It was a really good experience for us all, particularly working under pressure doing a live show in the studio. We had a great time", Secondary Pupil. "It was great to see the children rising to the occasion – their confidence seemed to grow throughout the live performance", Primary Teacher. "EYR is unquestionably one of the most exciting, challenging and rewarding media related experiences that both students and teachers can be involved in", Secondary Teacher.

Once again, EYR we will be hosting 'Answer Back' (sponsored by Eastbourne & District Chamber of Commerce) and the ever popular 'Meet the Media'. There will also be an early celebration of the Girl Guides' centenary in 2010. Individual school programmes will include live interviews with EYR sponsors and guests, phone-in competitions, live drama, singing and plenty of good music.

Steven Goss-Turner, Chair of Eastbourne EBP, said, "I am looking forward to hearing EYR on-air again. The project is a great success story for Eastbourne that harnesses the power of radio to energise young people into being creative and enterprising. While they are planning, producing and presenting radio programmes, they are employing a wide range of skills useful in any line of work. This approach has already enabled thousands of young people to benefit from the EYR experience since we launched in 2001 with some going on into careers in the industry".

EYR receives no central funding and must therefore be self-funding by charging the schools and seeking sponsorship. The organisers are particularly grateful to the many sponsors that already support EYR and invite more to join them in 2009. In addition to advertising, sponsors are able to be actively involved in programmes enabling the students to gain even more from their experience.

To find out more about how you, your community organisation or company can get involved or support EYR please contact Tim Sorensen on 07890 388624 or email tim@sorenlearningsolutions.co.uk for details.

****ENDS****

Notes:

- Eastbourne Education Business Partnership started life in 1985 and continues as an independent organisation providing work-related learning support to schools and colleges in Eastbourne and Hailsham supported by Eastbourne & District Chamber of Commerce and Eastbourne Borough Council. Activities include EYR, Young Engineers, In-Bloom, Young Chef and Youth Newspaper
- Eastbourne Youth Radio was launched in November 2001 as part of the SRB 6 funded initiative to engage young people in community issues. EYR has created a national benchmark with similar projects delivered in Norwich, Carlisle, Warrington and Kendle. Using the medium of radio has created significant opportunities for thousands of students to create, produce and deliver their material to a wide local audience – and more recently, worldwide via the internet. Further information (from 2008) may be viewed on the website www.eyr.org.uk
- Each programme carries a sponsorship package involving a combination of Radio (87.5FM), newspaper (Eastbourne Herald) and internet (www.eyr.org.uk) advertising plus the opportunity to be interviewed either live on-air or pre-recorded. Sponsorship ranges from £175.00/hr up to £350.00/h
- For further information please contact Tim Sorensen at Soren Learning Solutions Ltd on 07890 388624 or tim@sorenlearningsolutions.co.uk