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NETWORK

# CRN Segments

## Round Five: Big Ideas

July 2017

### Series information & episode cue sheets

- Title:** Big Ideas  
**Producer:** Rob Lawry  
**Station:** Radio Adelaide  
**Episodes:** 10  
**Duration:** 6 minutes each  
**Tagline:** Questionable ideas - and the experts who know what they're talking about!  
**Bait:** Where do good ideas come from?

#### Series Synopsis:

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as Rob and his friends put them to the test against leading experts.

#### About CRN Segments

The fifth round of CRN Segments is now available for on-air use by Australian community broadcasters and stations. Each series is comprised of 10 short pieces of drop-in content designed to be well-suited to radio magazine programs and specialist shows.

For more information and to retrieve series for airplay visit the CBAA website: <http://www.cbaa.org.au/crnsegments>

Produced with the assistance of the Department of Communications and the Arts via the Community Broadcasting Foundation - [www.cbf.com.au](http://www.cbf.com.au)

# Big Ideas

## Episode 1 of 10 - SOCIAL MEDIA

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 5:38

Interviewee: Holly Nicholls, Sonia Jankovic, Kim Barbour

### Your intro:

And now, the first segment in a new 10 part series called *Big Ideas*. Rob Lawry (LORRY) is a producer based in Adelaide who's never far from a big thought - and is always seeking to learn from the country's best thinkers.

This week, Rob presents his own idea to make **social media** more efficient. He'll speak to two experts on psychology and media, and learn a few things about how people interact with each other in the virtual space.

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

### Your back-announce:

That was Rob Lawry with the first edition of *Big Ideas*, a name which might turn out to be ironic. Rob will be back with another idea next week - and the next eight weeks after that - so stay tuned for more thoughts to come!

### Additional information:

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# Big Ideas

Episode 2 of 10 - AIR

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 6:03

Interviewee: Rohan Neagle, Kyle Williams

## Your intro:

How much would you pay for a breath of **fresh Australian air**? That's what Rob Lawry's asking in this week's edition of *Big Ideas*, as he investigates an emerging industry that's been blowing about overseas.

Is this peak capitalism, or a brilliant entrepreneurial effort? Rob talks to the founder of a South Australian brand of air to learn what it's all about - and to hear just how far Australia goes as a brand.

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

## Your back-announce:

That was Rob Lawry talking to Kyle Williams about a rather unusual export product - air. Join us again this time next week when Rob's got a big idea to draw people back to the cinema.

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# Big Ideas

## Episode 3 of 10 - CINEMA

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 5:58

Interviewee: Ben Hauser, Shane Thatcher

### Your intro:

What was the last **movie** you saw? How did you see it? You might have downloaded or streamed it. Perhaps you saw it at home or at a friend's? We're really spoiled for choice nowadays, but it seems people are seeing films in theatres less and less.

In this week's *Big Ideas*, Rob Lawry looks at ways to bring people back to the cinemas. He'll explore ideas good and bad, but the solution might come in the form of a new app that hopes to usher the cinema experience into the 21st century...

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

### Your back-announce:

That was Rob Lawry with app developer Shane Thatcher, talking about his creation to bring patrons back into the cinema. Next week, Rob goes to the other end of screen arts with a look into online subscription TV series, and what's next for creators.

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# Big Ideas

## Episode 4 of 10 - STREAMING

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 5:34

Interviewee: Blake Smart, Chloe Rickard

### Your intro:

It's now time for *Big Ideas*, where Rob Lawry looks at today's thought landscape and asks what next? Today he turns once again to entertainment, and this time, to **streaming media**.

With online television series such as *Stranger Things*, *Making a Murderer* and *13 Reasons Why* completely disrupting the traditional TV series model, Rob wants to know what's attracting creators to this new frontier, and he'll chat with Australian comedy producer Chloe Rickard to see how screen storytelling might evolve.

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

### Your back-announce:

You were listening to Rob Lawry's chat with TV producer Chloe Rickard on this week's edition of *Big Ideas*. Join us again this time next week when Rob chats with a young entrepreneur on a quest for success.

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# Big Ideas

## Episode 5 of 10 - SUCCESS

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 6:07

Interviewee: Liam Phillips, Tarun Rajagopalan

### Your intro:

If you've heard the segment *Big Ideas* before, you'll know Rob Lawry likes nothing more than talking new ideas with great minds. Usually he's the one thinking up the ideas but this week one has sought **him** out, and from somewhere he'd never have expected.

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

### Your back-announce:

A very strange reunion indeed... That was Rob Lawry talking about the "success lifestyle" with a young entrepreneur. Next week, Rob's looking to celebrate - but not with Champagne... he has something much better in mind!

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# Big Ideas

## Episode 6 of 10 - CHAMPAZ

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 5:56

Interviewee: Anthony Nocera, Roberta Crouch

### Your intro:

Those who've tuned in these past few weeks might be familiar with Rob Lawry, our go-to big ideas man. Today marks the half way point in his series but don't pop the Champagne yet - because Rob thinks there's a better way, and he'll talk to **wine marketer** Roberta Crouch to make it work.

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

### Your back-announce:

Rob Lawry there, with another of his peculiar ideas. Join him again next week when *Big Ideas* turns its eye to residential university colleges, and tries to reform the party scene.

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# Big Ideas

## Episode 7 of 10 - COLLEGE

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 5:48

Interviewee: Seamus Mullins, Carolyn Mee

### Your intro:

Starting university is a big step in a young person's life, especially when that means moving to a new city. For many, such as *Big Ideas* presenter Rob Lawry, this means moving to a **residential college**; a home away from home for students and run by students.

Is this just a case of the patients running the asylum? And what can be done to bring balance and include all students, and many interests? Rob's hoping for a big idea...

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

### Your back-announce:

That was Rob Lawry talking with college dean Carolyn Mee about student lifestyles, both with and without alcohol. Rob's back with another big idea next week as he ponders the relevance of etiquette in 2017.

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# Big Ideas

## Episode 8 of 10 - ETIQUETTE

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 5:41

Interviewee: Alex Craddock, Anna Musson

### Your intro:

And now, are manners still useful? Are they even practiced still? That's something that *Big Ideas* presenter Rob Lawry has been wondering lately, and this week on the segment, he chats to **etiquette expert** Anna Musson, to learn why things have become so lax.

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

### Your back-announce:

Rob Lawry there, talking etiquette with Anna Musson. For next week's big idea, Rob's thinking about the vinyl renaissance - and wonders if another old format might return to the limelight: VHS.

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# Big Ideas

## Episode 9 of 10 - VHS

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 6:04

Interviewee: Sean Brandt, Mike Retter

### Your intro:

Well, we're fast approaching the end of our weekly segment *Big Ideas* - but don't get nostalgic just yet, save that for Rob! Today he's investigating **obsolete media**: CD singles, VHS tapes, and the people who still hold these dear to their hearts.

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

### Your back-announce:

That was filmmaker Mike Retter with Rob Lawry, discussing the virtues of VHS on *Big Ideas*. I'll stick to my 8-tracks and Betamax, thanks.

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# Series Title

Episode 10 of 10

It all starts with an idea - and young broadcaster Rob Lawry is full of them! They aren't always good ideas, per se, but they'll certainly make you think, as we learn what makes the best ideas work, and what the future may hold.

Producer: Rob Lawry

Duration: 5:37

Interviewee: Duncan Lawry, Cristina Tridente

## Your intro:

For ten weeks now, we've now crossed to Rob Lawry for his segment *Big Ideas*. Today's segment is the last in the series and Rob's looking to back to the beginning to understand how an **idea can grow** from its inspiration.

**Audio cue in** - "This is Big Ideas, with Rob Lawry..."

**Audio cue out** - "Produced in the studios of Radio Adelaide for the Community Radio Network"

## Your back-announce:

That was Rob Lawry with fashion designer Cristina Tridente (TRID-EN-TEE), discussing one last big idea to round out the series. Thanks to Rob and the fine people at Radio Adelaide for putting it together. Tell us if you enjoyed it: call the studio or drop us a line at \_\_\_\_\_

## Additional information:

Big Ideas is brought to you as part of CRN Segments Round Five, with financial assistance from the Community Broadcasting Foundation.

**To station presenters: did you enjoy this series? Find it useful? Have any suggestions? Email [crn@cbaa.org.au](mailto:crn@cbaa.org.au) with your feedback.**