

Outside Broadcast of the Year - Marlow Town Regatta and Festival, Marlow FM



The [Marlow Town Regatta and Festival](#) is Marlow's premier sporting and social event of the summer, and it continues a tradition that has been running since 1855. After a two-year absence, thanks to the pandemic, the regatta was back in 2022 - and so was Marlow FM's exclusive live coverage.

The two-day event took place in Higginson Park, Marlow on 11th and 12th June.

Bringing the event to a wider audience

We've worked with the regatta's organising committee for several years. Our job is not only to provide entertainment between the musical acts on the main stage throughout the day, but also to give people who can't go in person a chance to experience the atmosphere and hear the live music, including, this year, headliner Ben Portsmouth, winner of the Ultimate Elvis Tribute Artist Contest (pictured).

In the run-up to the event, we ran regular adverts to help ticket sales.

What we did

Our outside broadcast trailer was positioned next to the main stage, and we had a feed from the stage. We used a nearby council building's internet connection, connected by our microwave data link.



On the Saturday, teams of two presenters took turns to cover the 10 hours from noon to 10pm, describing what was happening on the river and around the site, interviewing the VIPs, musicians, and stallholders, and taking the feed from the stage during performances.

At the end of the evening, we handed over to our usual *Kev Kinch in the House* show for a three-hour live regatta after-party.

On the Sunday, we broadcast a special three-hour live programme that included an on-site church service and a performance by local primary school children. A producer oversaw everything on both days.

Greg Whyte, sports scientist, former Olympian, and Marlow resident, speaking to us live on air after the opening of the regatta



Dave Dunbar, local 'Rat Pack' singer, interviewed and then performing, on air



Some of the Marlow FM team over the weekend



“Thanks to Marlow FM - you guys do a fantastic job” -
Greg Whyte

