

# WHO A!

WHAT'S HAPPENING ON ARRAN

Report & Information



**What's Happening on Arran (WHOA) is predominantly a Facebook Live video show, airing once a week from the Isle of Arran. It is intended to offer opinion, news and events from the island and we actively engage with our viewers during our live events.**

Now approaching our fifth year, we have put together this information pack to outline who we are, what we do and how best to get the most out of our facebook page and content.

### **Hosts.**

Graham Chappell has lived on Arran for nearly 30 years. He is the director of a 28-year old business (Arran Graphics) and maintains this as the most established graphic design and print company on the island. He lives at home in Brodick with his son and their Irish Setter, "Dusty".

Heather Macleod is a recognised and well-established artist on the island. She works out of a studio at her home in Whiting Bay and concentrates mostly on vivid silk paintings. Heather lives with her husband Les and their new collie, "Star".



A live show screenshot from October 2023

### **History.**

WHOA was started following a similar show broadcast in Coachella Valley in California back in 2019, when Graham featured live from Palm Springs with American hosts Craige Campbell and Francoise Rhodes. The idea for an Arran version soon took off.

We started the live broadcasts from Arran in January 2020 and soon got our own live guests in before Covid forced us to rethink the format. We have very rarely missed a Sunday, however, even broadcasting from the ferry, Yorkshire and as far away as Arizona to bring you our rather mixed reports from Arran - and often beyond.

## "Live on Sunday 4pm"

We have settled into a routine which is comfortable for us. The beauty of a live facebook show is that many people actually watch us at their leisure during the week but those who want to engage with us can do so from 4pm on a Sunday.

Although we miss having guests, it's often hard to entice local people to come onto the show, probably due to the live aspect and 'stage fright'! However, we have gotten very used to having a good selection of followers who routinely comment and offer their opinions, information or just want to be part of the conversation. This helps us to diversify the topics and also to know we are reaching people on areas of interest that they can relate to.

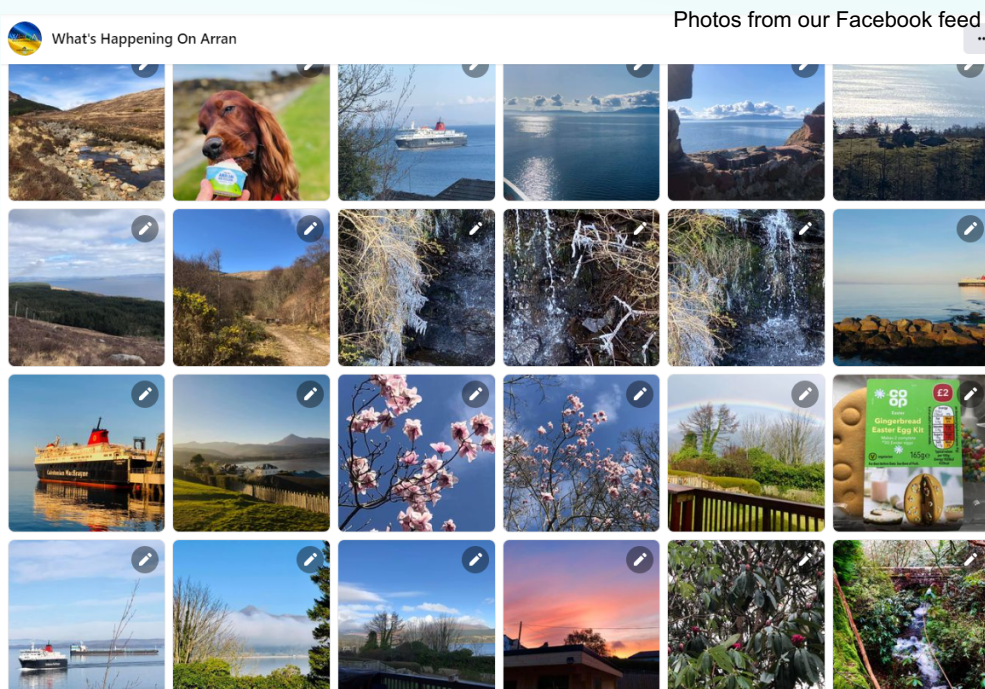
## Content

We are not reporters. As our viewers are no doubt aware, much of our content is based on information we've learnt locally from chatting to various people and businesses. Between us, we have a huge number of contacts on - and off - the island.

We do not knowingly give out false or fake news and we often receive more information ("gossip") that we will leave until it's been verified by local newspapers.

We love the lighthearted debates, news from followers overseas (that includes the mainland, but we have followers in many countries) and the appreciation we get from people who say they just like to have some contact with Arran. Broadcasts during lockdowns during Covid 19 were particularly beneficial to locals and holiday home owners as it kept a lot of people simply "in touch". Our software enables us to link up and broadcast even if we are both in different countries.

Away from our live shows, during the week it's more likely you'll see us posting a photograph of a flowering shrub, rather than news of a local football result. We are not omnipresent and we have our own specific interests. We do not usually report on things like ongoing ferry cancellations as these are more than adequately covered in other Facebook forums and via Apps.



## Privacy

During our live streams we can see who watches us live. For privacy reasons, we do not call out names of people who are watching UNLESS they comment.

**If** they comment, we will usually say hello and mention anything relevant they have to add to the current conversation. People commenting should remind themselves that their comments are public.

Whilst interaction is not only welcomed and critical for our live stream to 'work', we do not read every comment, especially if one person has views on everything discussed. If they comment a LOT, we have long agreed that we will likely not use them as a "third host" and read everything they write - their comments are online after all, if people wish to read them.

We occasionally delete or "hide" comments if they are too personal, irrelevant, intrusive or inflammatory. Hidden comments are still visible to the person who wrote them, so it's not a punishment *per se*. We like to keep things fun and chatty. So far, we've not blocked anyone other than obvious spammers. Therefore, for OUR privacy, we reserve the right to run this page to suit us; it is up to our viewers to decide if the live feeds are of interest to them.

Wet weather and lockdowns in the past few years have forced us to broadcast our live shows often in our private homes. We expect our viewers to acknowledge this.

## Figures

We currently have over 3000 Facebook followers, 2700 page likes and our live shows currently attract around 50 -100 people live, with another 800 - 1300 people catching up later. We have 600 followers on Instagram. We are pleased to know that we are familiar to mainland media companies including the BBC, national newspapers, a few famous faces and local government. However, this does not detract in any way from our presentation;...we are as casual now as we always intend to be!

## Income

We are often asked about revenue and how much we make from WHOA. The answer is simple. We currently make no money from our page. It is entirely funded by us, which includes a substantial amount of money for the software subscription to run the live media, the hardware (inc mics, mixing desk, iPad etc) and obviously our time and commitment. Whilst we have had adverts running in previous years, our site is currently void of income which is not something that really bothers us, but it's still an option we can easily incorporate. We will also continue running local fundraisers if we deem it appropriate to do so. Consequently, anyone who contacts us wishing to promote their own product on our site will be asked, at the very least, to donate to a current cause we are supporting or offer to pay something towards our running costs for that week. We're talking £20 or so.

In this respect, it's not us that keeps the show going. We will meet up and chat quite happily without WHOA! It is the continual support from people we meet, messages we get and the interaction from our followers which encourage us to continue the live streams..

## **The future.**

We see no reason to change. If you do have anything you wish to message us, please do so and we will treat it confidentially. We do "back down" on several local issues that are too political (except for the one that affects everyone - our ferries). We also generally avoid sporting news and items which we feel may be irrelevant to our wider audience. We do have our own preferences too - Heather specialises in art and music and I am more inclined to comment on travel, cars and nature. All these have, fortunately, strong Arran links.

Heather will not be replaced by an AI robot. At least, not yet. We will continue to broadcast live at 4pm on Sundays and we will no doubt have wifi problems, dogs interrupting and so on. That's all part of the fun.

## **And finally...**

Running WHOA! could easily turn full time if we wanted it to. However, we both still require income and our own businesses are full time enough. We both feel that we put in enough to maintain our efforts to bring you a fun, chatty, weekly 45 minutes or so. We do it because we usually have to meet up weekly anyway and Sunday is relatively free for us. What we provide is therefore the epitome of "having a chat in the kitchen", except that we've another few hundred people in the room. It works for us and you are more than welcome to join in. Especially as you can't reach the cakes.

