


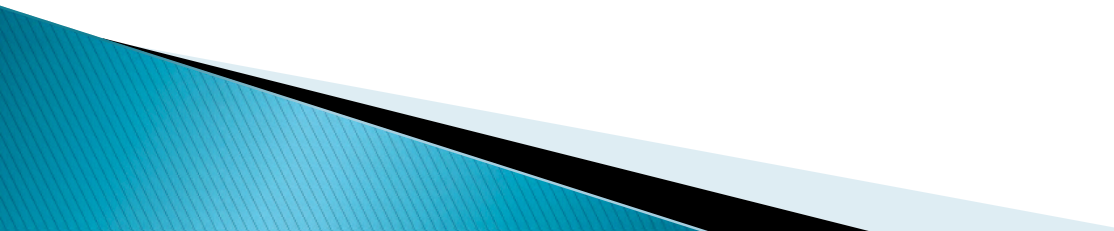
Basic Audio (Radio)

Faculty of Media and Knowledge Sciences
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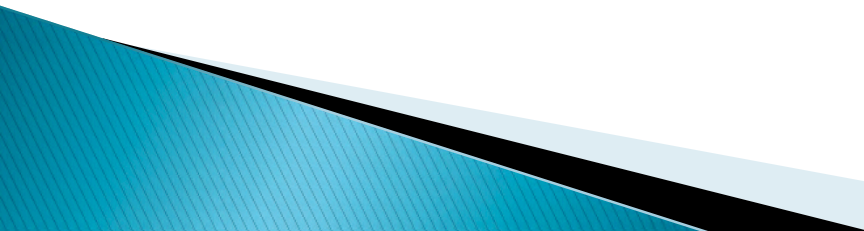
A resilient medium?

- ▶ Radio transmissions came about in the early years of the 20th Century – 1906 onwards
 - ▶ A new medium which took the world by storm
 - ▶ The possibility of broadcasting a message over large distances without wires
 - ▶ The concept of immediacy
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Advantages of the medium

- ▶ Enhances imagination
 - ▶ Portable
 - ▶ Relatively cheap
 - ▶ Immediate
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Disadvantages of the medium

- ▶ Lack of visuals
 - ▶ Transient medium – message is covered by time and not space
 - ▶ Applies primarily to one sense (aural)
 - ▶ Message can easily be lost
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Development of radio in Malta

- ▶ Until 1991 – state monopoly – 2 national radio stations
 - ▶ The Broadcasting Act – liberalized the airwaves and allowed the setting up of private stations
 - ▶ Popularity of FM frequencies
 - ▶ Total of 13 nationwide FM stations
 - ▶ More than 30 community radio stations
 - ▶ 2007– Setting up of the DAB+ system (six new local stations)
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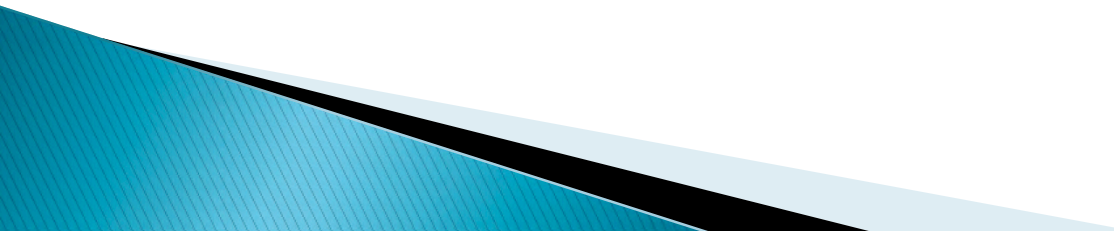
Regulation

- ▶ The Broadcasting Authority (1961) regulates broadcasting
 - ▶ Broadcasting Act is the main legislative framework for broadcasting regulation
 - ▶ The need for a licence to broadcast in Malta
 - ▶ Authority can impose a series of measures on stations that break the law
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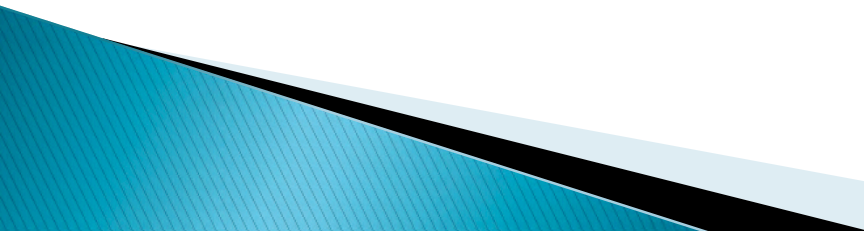
Legislation (cont)

- ▶ Broadcasting Act has a total of 41 articles and 5 schedules
 - ▶ A further 34 Legal Notices (subsidiary legislation)
 - ▶ Broadcasting law is extensive and deals with various aspects
 - ▶ Third Schedule deals exclusively with advertising
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Basic components of a radio message

- ▶ Voice
 - ▶ Music
 - ▶ Sound Effects
 - ▶ Silence
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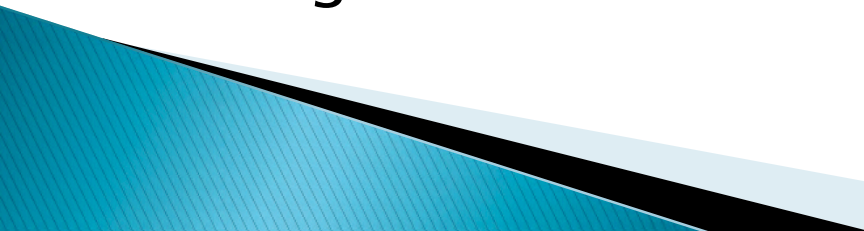
Dimensions of the Voice

- ▶ Volume
 - ▶ Pitch
 - ▶ Rate (normally around 3 words per second)
 - ▶ Quality (nasality, breathing techniques etc)
 - ▶ Pronunciation
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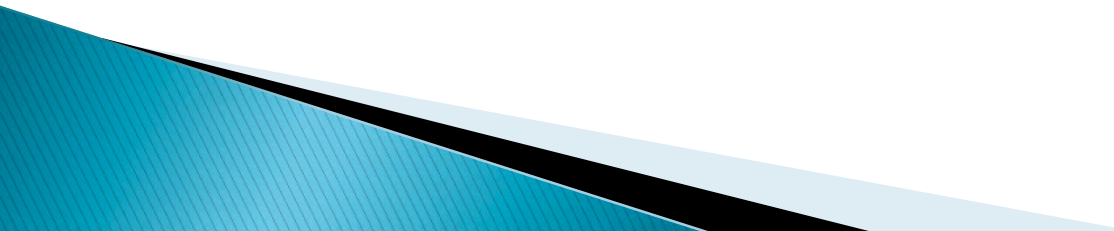
What do listeners want?

- ▶ Entertainment/Infotainment (Music)
 - ▶ News and information (traffic updates, weather)

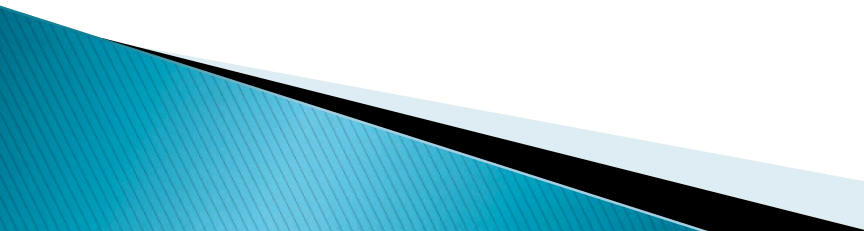
 - ▶ Less of a priority

 - ▶ Talk radio
 - ▶ Sports
 - ▶ Religious
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Feedback on radio

- ▶ A two-way process communication
 - ▶ Feedback is immediate
 - ▶ The widespread use of social media in the industry (an extension to the medium)
 - ▶ The ability of handle feedback (+ve and -ve)
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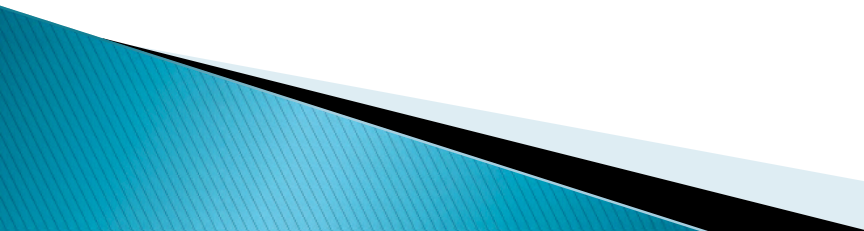
What makes a good radio script?

- ▶ Clear and concise language (conversational)
 - ▶ Use of the present tense
 - ▶
 - ▶ Creative use of sentences
 - ▶ Absence of bias, stereotypes, racial comments
 - ▶ (RESPECT the microphone)
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Some useful hints

- ▶ Never print/write on both sides of a page
- ▶ Avoid using CAPS in a script
- ▶ Avoid the use of abbreviations (IOC/RFI etc)
- ▶ Limit number of words per line to 9–12
- ▶ Generous line spacing
- ▶ Ask for voice tests for your guests
- ▶ Mic to be switched off when not on air

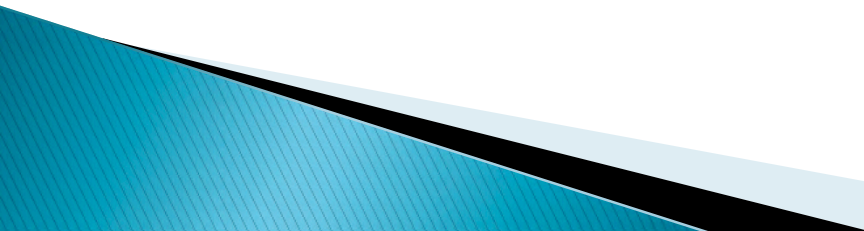
Advertising on radio

- ▶ Usually the main source of revenue for a station
 - ▶ A maximum of 15 minutes per clock hour
 - ▶ Alcohol related ads allowed between 9.00pm–6.00am
 - ▶ Gambling adverts can be broadcast between 9.00am–2.00pm and after 7.00pm
 - ▶ Tobacco and related products – outright ban
 - ▶ Subscription based medicine – outright ban
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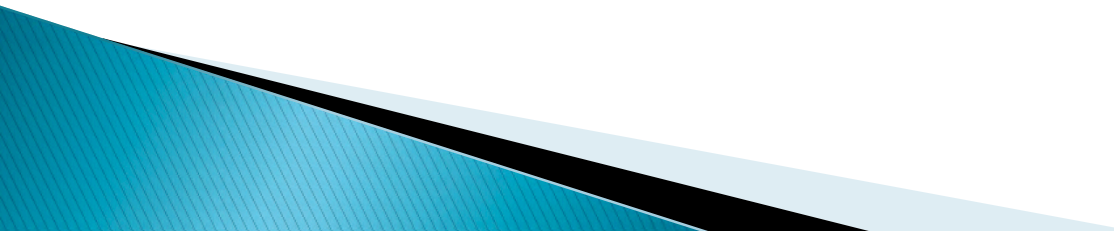
Who are my listeners?

- ▶ Most radio stations are commercial concerns
 - ▶ A relationship between listeners and advertising
 - ▶ Best slots for audiences:
 - Early morning 7.00–9.00am
 - Lunch time 12.00–1.30pm
 - Drive time 4.00–7.00pm
 - Listenership falls sharply after 8.00pm
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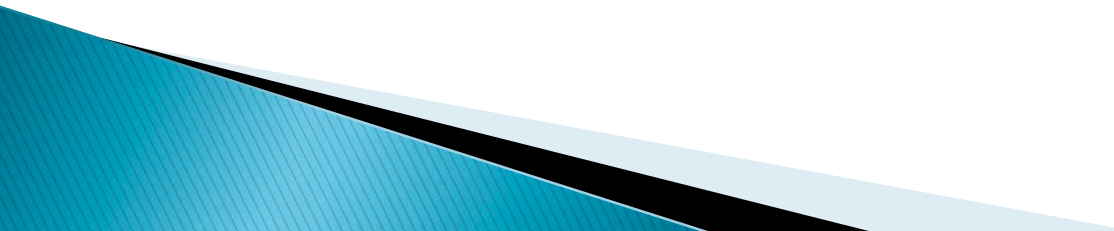
How to measure audiences

- ▶ Market research (quantitative) – Audience ratings
 - ▶ Surveys conducted by independent bodies such as the Broadcasting Authority
 - ▶ Stratified scientific sample representative of the population (gender, age, locality)
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Research Trends

- ▶ Around 55% of the population listen to radio on a regular basis
 - ▶ Bay Radio has been the most popular station for the past six years
 - ▶ Largest market share is in the region of 25%
 - ▶ Foreign stations less than 1%
 - ▶ DAB+ stations – small percentage (uptake of DAB+ receivers still not popular)
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An evolving medium

- ▶ Radio has survived despite new technologies
 - ▶ The concept of on-demand services (podcasts)
 - ▶ Convergence to the visual medium
 - ▶ A global audience
 - ▶ Providing what the audience wants
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The future of radio

- ▶ Did video kill the radio star?
- ▶ Radio is still a popular medium and has survived the challenge of new technology
- ▶ Embracing change and diversification=
 - SURVIVAL