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# Teacher Resource Bank

GCSE Media Studies

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**Assignment 3 – Radio Planning**

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BBC West Midlands Sport- Post Match:25/09/2011

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TalkSport

TalkSport is a famous radio that presents the football games.

Key features are;

Good Presenters,

Loads of live commentary,

Professional game analysis.

Guests,

Good Introduction Music,

Transfer Gossip.



Visit the RAJAR website and look up the latest audience information for radio 1 and radio 4.

	Survey period	Population	Reach (000s)	Reach %	Average hrs per head	Average hrs per listener	Total hrs (000s)	Listening share in TSA%
BBC Radio 1	Q	51,951,000	11,692	23	1.8	7.8	91,705	8.50
BBC Radio 4	Q	51,951,000	10,854	21	2.6	12.2	132,920	12.40

**Survey period:** based on figures from a (Q) quarter, half (H) or full (F) year

**Population:** the number of people aged 15+ who live within the transmission area of as given station.

**Reach (000s):** the number of people aged 15+ who listen to a radio station for at least 15 minutes over the course of a week.

**Reach percentage:** the weekly reach as a percentage of the population within the transmission area.

**Average hours per head:** the average number of hours that a person within the transmission area spends listening to a particular station.

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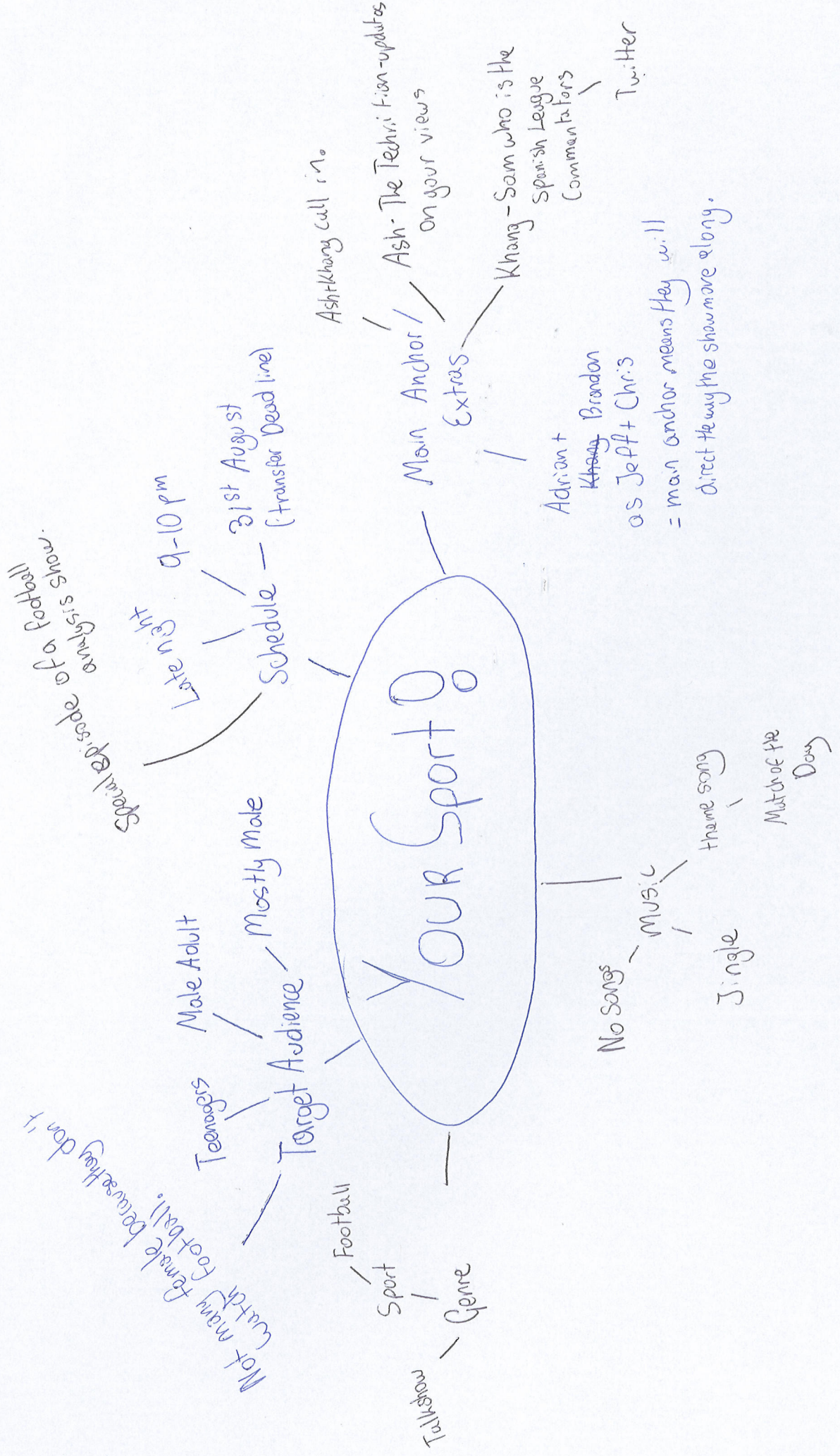


Radio style and content

Radio station	Presenter's voice	Programme content
BBC Radio 1	<p>Inter# Funny person personaly- Fearne Cotton Clear person,</p>	<p>Music, chat discussion news, weather, news highlights</p>
BBC Radio 4	<p>Male, monotone, clear</p>	<p>More text than music, debating, talk, global Solar winds, university courses</p>
<p>Local commercial radio station <del>Cornwall</del> Brmb</p>	<p>Male + female, clear interesting, humorous</p>	<p>Midnight music than talk, news updates + weather. funny winter updates on school closures</p>
Radio station broadcasting in foreign language	<p>Clear, male voice, also a female voice, no laugh sound serious</p>	<p>Interview, with 2 people sounds like a debate</p>



By Adrian Dobran



Special episode of a football analysis show.

Not many female because they don't watch football.

Late night  
9-10 pm

31st August  
(Transfer Deadline)

Ash/Khang call in.

Ash - The Technician-updates on your views

Khang - Sam who is the Spanish League Commentators

Twitter

Adrian + ~~Khang~~ Brandon as Jeff + Chris = main anchor means they will direct the way the show more along.

No songs

Theme song

Match of the Day

Jingle

Football

Sport

Genre

Talkshow



Adrian Dobron

### Radio Logo

I have decided to create a radio logo for my radio. It will have to include the radio name, to make sure it gets remembered by them. It will include a football to represent sport and a microphone to represent that we are commentating and taking about football. However firstly I researched other radio logos;

BBC Radio 1:



Capital FM:



Kerrang! Radio:



TalkSPORT:





Adrian Dobron

I have noticed that not many refer to their topic in terms of images, however some such as KERRANG! Radio use a different font to Capital as Capital focus on pop music whereas KERRANG focuses on rock music. ✓

My Radio Logo:



My Radio logo includes a football, which represents that the radio is mostly focused on sport, it also includes the name YourSport and the slogan 'No.1 Sport Radio in the UK!' which will attract a bigger audience as they are always attracted to stuff that is the best. ✓

*Simple but effective logo.*



By Adrian Dobron

## Questionnaire

I will ask 15 people and evaluate my finding about my Radio.

- Where do you listen to radio the most?
- What is your favourite radio station?
- Do you prefer a talk show or a music show?
- What do you think a presenter must have to be a good presenter?
- What is your favourite sport?
- What age range are you?

0-15 [ ] 16-25 [ ] 26-35 [ ] 36-50 [ ] 51 and over [ ]

*Appropriate questions.*



## Questionnaire Evaluation.

I have handed my questionnaire to 12 males and 3 females which are all of different age group. Therefore I would get a range of answers which would help me to produce a successful radio.

From my questionnaire I know that;

The first thing that I have found is that people listen to radio mostly on the car or in their houses. Because people listen to radio on their way to and from work they will require a show that will get them interested and either make them feel better about the day or just inform them on recent sport news. Therefore my radio show will need to be easy to understand. How

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I have also found out that 12 people prefer Talkshows over Music Shows as they listen to music from CDs. I have found that the 3 that prefer music shows are in fact women who are not the target audience of my radio. This however doesn't mean I will not include any music in there at all; I will try and include a jungles and introduction music.

A majority of the people I have asked has also said that Football is their favourite sport therefore I can focus heavily on football.

People prefer when the presenter has big clear voice and speaks in clear English so it's easy to understand. Therefore the aim of my radio show will be to speak in clear English so it's easy to understand.







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Back to you Jeff It's 1-0 to Barcelona with just 2 minutes left to half time.

(jingle)

**Adrian:** Thanks, Sam now we have got reports of Chelsea putting a surprise bid in for Hulk from Porto!

**Brandon:** That's a surprise! I got news from Darren!

(jingle)

(No background music) **Ashley:** We just received a tweet from @Ashley\_Banner saying that Michael Owen might be on his way to Arsenal. Also Liverpool has confirmed the capture of the new Brazilian Striker Nilmar!

**Brandon:** Thats some brilliant information, keep them coming. Now at yoursport, we are in contact with an international star Zinedine Zidane who is on the phone!

(jingle)

**Ash** ( As Zidane)Hello Jeff and Chris!

**Adrian:** Can you comment on any major transfers this summer?

**Ash;** Well the news of everyone leaving Arsenal is hardly surprising, Fabregas and Narsi leaving were quite predictable because of Arsenal's lack of trophies.

**Brandon;** That's a quite open opinion, do you think Arsenal might go hunting for some new players in the summer transfer window?

**Ash:** There are some gossips about Arsenal buying Berbatov. Also Arsene Wenger might search for yet another 14 year old.

**Brandon;** (laugh) that wouldn't be surprising, what do you think of the current world champions, the Barcelona Team?

**Ash:** I think they are great, especially after they have signed Fabregas they have a chance to dominate the world of football yet again!

**Adrian;** Thanks for your comments Zidane, good bye!

**Ash:** Good bye!

**Brandon;** We just got fresh reports of West Ham sacking their manger and signing David Beckham as their manger

**Adrian:** Well that's a huge surprise! We got a new phone call from Joe from London!

**Brandon:** Good Evening Joe!

**Khang** (As Joe): Hello

**Adrian:** You wanted to talk about the Spurs situation, is that correct?



**Khang:** Yes, I don't think that the upgrade we have made to the current team are good enough.

**Brandon:** Friedel, Scott Parker and Adebayor on loan don't seem like bad buys.

**Khang:** Well Friedel is way too old however he is the record holder for most consecutive appearances within the premier league thanks to Blackburn and Aston Villa which gives him tonnes of experience, also Adebayor is only on loan therefore he is just a short term solution, and lastly there are rumours about Bale going to Chelsea.

**Adrian:** That's very true and the Adebayor loan seems only like a short term solution for Spurs lack of Forwards.

**Brandon:** That will be it from Joe and this will be the end to the special episode of Yoursport, Good Bye

**Adrian:** Good Bye sees you tomorrow and sees you in the next episode of YourSport!



## Radio Evaluation

My task was to produce a radio that will last at least 3 minutes and to produce up to 12 pages of planning which I have produced during my research.

My group has consisted of me, Khang, Brandon and Ashley. We have produced a radio show that was based around football. We have focused on the Deadline day of the transfer windows, because it's a popular event where all the fans want to listen to. We have also added live football commentary to our show to make it more realistic and exciting. Each person has contributed equal amount in our radio production. We have done that by each one of us taking part in the recording, we have also all worked together to produce the script for our radio. Moreover all of us have brainstormed our ideas to make sure our radio was fitting the purpose it should, and we got everything correct.

We have met our 1<sup>st</sup> aim as nobody had to change their roles. We have all done a great job by having a clear voice and making sure we fit our roles. Due to having a great script everyone knew what they were doing and there weren't any major mistakes. We met our second aim of having live commentary from live games by Khang giving us the live commentary from a Barcelona more over he's also giving gossip that is coming out from Spain. Both fans and famous football stars have had their say in our radio show which was one of our aims. This shows that we appreciate other peoples point of view. We have allowed communication with us by both Twitter and text messages which was the last of our aims.

We have tried our best to make sure our radio show has included codes and conventions that any sport radio would include. We have all tried to fit our voices to fit our role, and we were all very enthusiastic about this. Good example of this was when Khang, started being both louder and more excited when there was a goal in the football game. This would have been exactly the same in other football shows therefore we have presented good research. We have also added jingles when presenters spoke from different places and phone calls. For example when the show moved over to the football pitch there was a jingle to present to the audience that there is a change. This is used in both Radios and TVs frequently. We have also used an intro song, which other stations use to make themselves unique and when the audience hear it they know what show is coming on.

Our show represents the whole football society as a group who is passionate and excited about football and everything that happens around the world of football. We present our presenters as people who know much about football and are really enthusiastic about the sport and informing people. We show the audience that the deadline day is a very important date in the football calendar by it having a special radio show. This event allowed us to unite many football fans, and many football professionals to take part in our radio. Finally we by use of editing equipment which was called garage band illustrated that the sports radios can be really professional and can easily match any other radio.

YourSport show would attract the audience in many ways. One of these is including a famous footballer which is Zinedine Zidane, this would attract many people as it is not common for really famous footballers to come on radio shows, especially as Zidane has won countless amount of award during his carrier. Furthermore we allow the fans to have their say in the show this will make the fans think that our show is much more reliable as we allow fans to have their say. We also focus on a special event in the football world therefore many people will listen to our radio to make sure they

Aiming to attract the audience with interesting content

Aims linked to real events.

Aware of current trends.

Use of voice of codes and conventions

Evidence of research.

Representation of sports enthusiasts



Adrian Dobron

get all the latest news. Finally our professional hosts will make sure that people aren't disappointed with their voice and therefore they put their whole heart into the show. Also by allowing the audience to communicate with us via Twitter or text messages shows that we are a radio that follows the current trends.

Lastly as a radio show that is not part of the BBC and is not funded by the government we need to get our financial support from advertisement. Adverts that should be played on the sport radio must be sport related, and relevant to the target audience, advertising women's magazine on a sport radio wouldn't be really effective. More effective advertisement would include Sport TV Channels such as Sky Sports who would advertise people to buy their offers to watch sport on TV. Also football magazines such as 'Four Four Two' which is regularly read by the football fans would be an example of an effective advert. Radio shows have a lot of regulations placed on them, they cannot offend. Therefore there cannot be any racist remarks made, in my show we made sure that no one would be offended. Another regulation is no swearing, this however is much harder to control as sometimes it is uncontrollable and words just slip out therefore all the radio stations have got a prepared sound to cut out any swear words that will appear. In my radio show script I have made sure that there isn't any swear words.

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*Institutional issues*

*Promotion*

*Cross media referencing*

*Aware of other issues surrounding live radio*



## COMMENTARY

### CANDIDATE D

#### Assignment 3 Radio/Sound BBC West Midlands Sport (Adrian Dobron)

##### Research, Planning & Presentation

The 12 pages are mostly appropriate with some evidence of engagement. The 'Aims' identifies codes and conventions of talk sport radio shows and there is some identification of target audience. The student is less convincing in terms of how the research informs the final product.

**Level 4 Mark 9**

##### Construction

The students maintain a lively pace and include a range of effective devices to engage the audience. It is clear that the material has been carefully researched and planned as the content is informative and suitable for the potential audience. The use of signposting, bedding music, sound effects, fading in and out, stings and a range of contributors all demonstrate competence in creating an effective product which would appeal to a potential audience.

**Level 5 Mark 16**

##### Evaluation

The student has been well guided to address the key concepts. Codes and conventions, representation, institutions and audience are all considered in this well organised response.

**Level 5 Mark 8**

**Assignment 3 mark 33/45**



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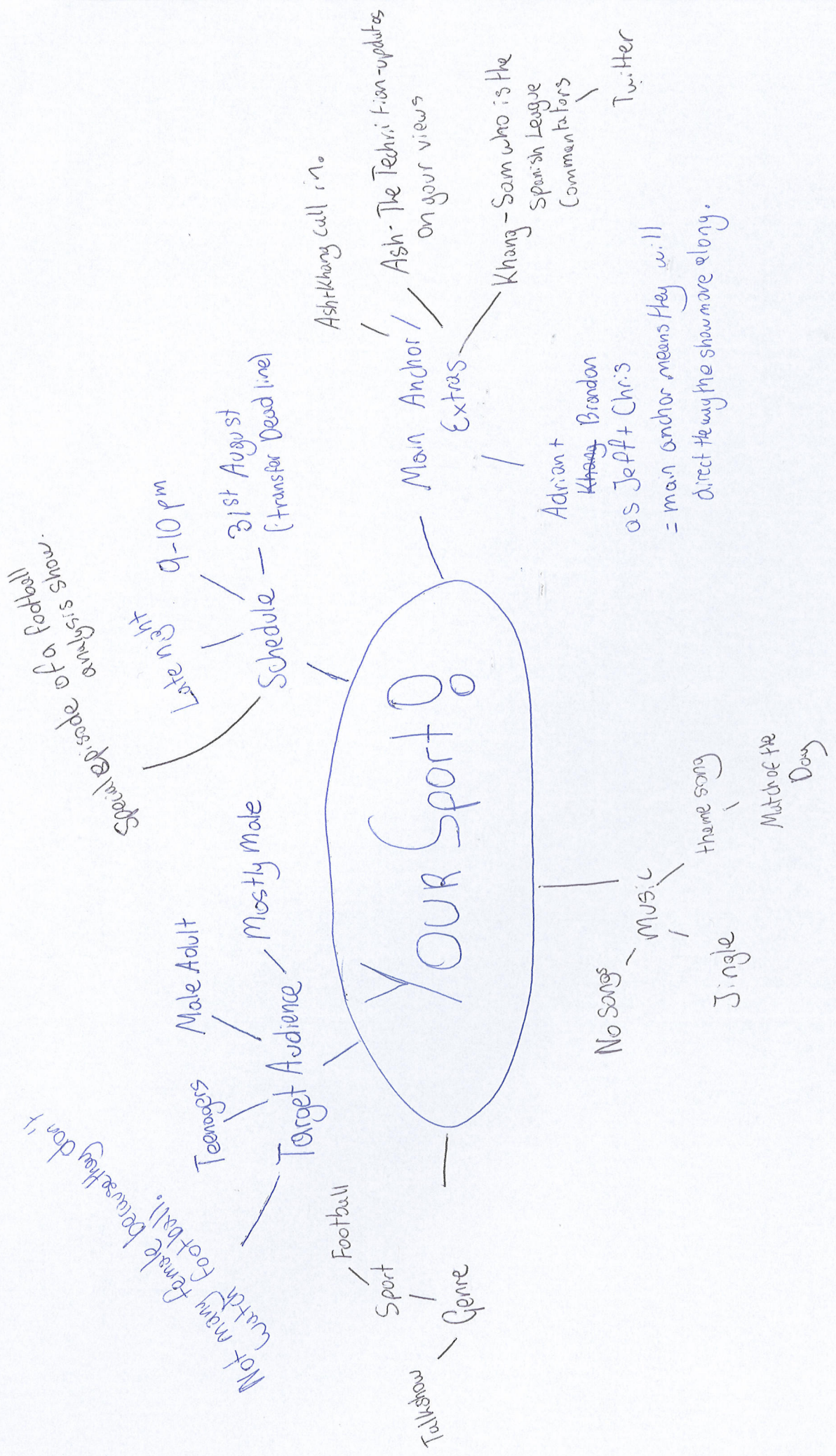
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*Institutional  
(some)*

*Promotion*

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referencing*

*Aware of  
other issues  
surrounding  
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## COMMENTARY

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#### Evaluation

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**Assignment 3 mark 33/45**