**Radio Production Evaluation**

**Introduction**

I have always had a little interest in radio, never enough to go and research it all myself but I’ve always loved how it could be listened to in many places in many ways, so, when we were given this brief I was excited to learn lots about radio and was excited from day one to record my radio show. I had assumed there must have been some planning but not as much as we did in the end, but I can now see why we did it all. I was also looking forward to editing the whole thing together, but again I had never imagined it would be so complex with everything all being added together. I was slightly daunted about making the idents because I’m not very musically talented and therefore I find it difficult create things like that.

We were given the time slot 10pm-11pm which meant our show type became more complex. It would be more straight forward if you had the 7am-8am slot that would be a breakfast show, but we soon realised that we would have to think about our idea more carefully to decide on a main topic idea for ours. So, after spending a while discussing our ideas we went with a show that would get people ready for a night out, the main target audience is 16-23-year olds who most likely on a Friday night will be going out.

At first, we brainstormed ideas of things we wanted, because we are within the target audience, and things we thought others would like. Once we had this list of ideas we looked for items that didn’t involve to much audience interaction because we thought if people are getting ready they wouldn’t want to be calling in, instead we just had a simple competition where winners could tweet in and a tweet would be selected, and they could win tickets to Wireless Festival.

**Research**

For my research my aim was to try and find out as much helpful information as possible which would then help me make decisions which would allow our radio show to be successful.

For my primary research I created a survey which I sent round on my social networks, the main reason for posting on my social networks is I know that the friends I have on these sites are within the target audience which means that I know the answers will be accurate. I also asked for their age in the survey which then gave me a chance to see the age of the people and like I had assumed most people were in the target audience. Another method of primary research I conducted was a focus group, we gathered a group of people within the target audience and asked them a few questions, this was fairly helpful, however, to improve we could have added extra questions and also asked questions to the answers that were given to us.

For my secondary research, I focused a lot on social media, as I have learnt that it is a big part of keeping radio alive these days, I looked at the accounts the radio shows use and also how they implement getting people involved in to the show. I also studied current show idents and also current shows to see what techniques they use.

I found all of this especially helpful on this task because I didn’t have much knowledge of the area and the research gave me a big insight in to the area. The most significant thing I found out was that social media is keeping radio alive, and that if social media wasn’t used the radio wouldn’t be able to survive. I also learnt that a general rule of thumb in radio is that if you are unsure don’t do it, because the majority of radio is live, doing something wrong could be bad against the show.

I think the most effective method of research was the survey because it was so targeted it meant that the answers were helpful and the answers I received positively correlated with the information I received from other sites. The survey became extra helpful when I wanted answers to questions which would directly affect me for example talking about the show type.

I think the least effective method of research was probably the focus group because although we found out information we didn’t find out much more than we did from the survey, to fix this I should think of questions which will allow us to develop our research even further.

Along the project I conducted more research about different topics such as techniques online. When I wasn’t sure how to do something in Adobe Audition I would google it and find out how to do it.

We also visited Global Radio while doing this project, this was a great insight in to the real world of radio and gave me a chance to learn lots. They also gave lots of advice which was really helpful and tricks which I have brought to my work such as overlaying idents on top of top songs.

I could improve my research by trying to create a clearer question to find out as much as possible. With this I wanted to find out more but when my idea of what I want to learn is this broad it means its difficult to find out lots of information. Maybe I should try to split this idea of as much as possible in to 5 smaller questions and research these specifically.

**Pre-production, production and post-production**

I didn’t look forward to the pitch but at the same time I didn’t dread it. I spent many hours working on the PowerPoint and thinking about what I was going to say, which made it a lot easier when presenting because I knew what to say. I don’t like to use notes because it’s better to look at the audience so I just put bullet points on the PowerPoint and I talk these through. I also made a video for my part of the PowerPoint which required me to talk in certain parts of the video when it paused, working out the timing on this took me a while but it lead for a great viewing experience when all the work paid off. I think this was the best pitch so far because I acted very confidently and had planned a lot more than I have done previously. In the future, I think I should do the same with this pitch, lots of planning and preparation and try to be as confident as possible.

During pre-production, we didn’t have as much time as we usually get which made it more difficult to get everything done but we managed to do it in the end. I found creating the running order very difficult, it was complicated adding all the times together, it took a lot of patience but in the end, I managed to calculate the timings to go from 10pm to 11pm. Some people in the class found it difficult to then create a show clock. Previous to this I have some knowledge on Excel which allowed me to use a formula to calculate the difference in times and then use this to create a pie chart with labels.

I have had a little bit of experience previous to this with filming voiceovers and using audio editing software which became helpful while we were filming.

This task didn’t involve as much leadership as previous tasks because the group this time worked really well together and each person kept on making decisions which was really helpful, on previous tasks people haven’t done this and it has felt like a lot of work from my perspective.

The post production was a lot more complex than I had imagined it to be, I thought it would take a couple hours to edit but in the end, I think it took about 8. What made it complicated was the number of layers of sound effects, adverts, our voices, and music. The show is definitely a lot better now that I have been gi9ven advice and people have shown me things to change.

**Product**

I think the product exceeded my initial expectations, I was just hoping to create a fairly simple radio and I think what we have produced is fairly complex and flows really well. One thing I wanted was for the show was for it to flow and not feel awkward, through the use of idents and backing music it flowed a lot better and removed any awkward moment.

I think the product does a good job of reflecting the brand because we have created an engaging show which promotes a strong sense of getting together with friends while at the same time leaving everyone with a message.

Our target audience was already given to us for this task which meant that we just had to build the content for the show, this was difficult but we had to shape the elements to be able to create engaging elements for the show.

To improve our product, I think that we should plan a lot more on the script and try to create a finer line between the scripted and non-scripted information, because at some points we did sound a little robotic.

Other than that, I think our group worked really well, we bounced ideas off of each other and in the end we have a product which we like and are happy with, this task was fun to make and has taught me lots about radio.