
Contents

Preface	xii
1 Characteristics of the medium	1
Radio makes pictures	1
Radio speaks to millions	2
Radio speaks to the individual	3
The speed of radio	3
Radio has no boundaries	3
The simplicity of radio	4
Radio is cheap	4
The transient nature of radio	5
Radio as background	5
Radio is selective	6
Radio lacks space	6
The personality of radio	7
Radio teaches	7
Radio has music	7
Radio can surprise	8
Radio can suffer from interference	8
Radio for the individual	8
Radio for society	9
The Public Servant	10
'Outside' pressures	11
Personal motivations	11
2 Operational techniques	14
The studio desk (mixer control panel, or control board)	15
Microphones	17
Stereo	19
Compact discs and records	25
Tape reproduction	27
Editing	31
Care of tape	34
Equipment faults	36

3 Interviewing	37
The basic approach	37
Types of interview	38
Preparation before the interview	39
The pre-interview discussion	41
Question technique	41
Question 'width'	43
Devil's advocate	43
Multiple questions	44
Leading questions	44
Non-questions	45
Non-verbal communication	46
During the interview	46
Winding up	47
After the interview	47
Location interviews	48
Interviewing through a translator	52
4 Being interviewed	54
Aims and attitudes	55
What the interviewee should know	55
Shall I be interviewed?	56
Making time for preparation	56
Preparing for the interview	57
Nerves	57
Making an impression	58
Non-answers	58
The triangle of trust	59
5 Writing	61
Writing spoken language	61
Purpose of a script	63
Visualising the listener	64
Structure	66
Clarity	68
Script marking and layout	69
Speed and timing	71
A summary	72
6 Cue material	74
Information for the broadcaster	74
Information for the listener	76
7 News — policy and practice	80
Objectivity	81
Item selection and treatment	83
Investigative reporting	84

Campaigning journalism	86
The news reporting function	86
Civil disturbance or war reporting	87
Accuracy	88
Intelligibility	89
Legality	90
Impartiality and fairness	92
Good taste	93
A summary	94
The newsroom operation	94
Style book	98
Radio car, mobile phone and ISDN	98
The news conference and press release	100
8 Newsreading and presentation	103
Newsreading	104
Pronunciation	106
Vocal stressing	106
Inflection	107
Quotation marks	107
Alterations	108
Corrections	108
Lists and numbers	108
Station style	109
Continuity presentation	110
Errors and emergencies	110
Headphones	111
Trails and promos	112
9 Making commercials	114
Copy policy	114
The target audience	116
The product or service 'premise'	116
Writing copy	117
Voicing and treatment	121
Music and effects	122
Humour in advertising	124
10 The discussion programme	127
Format	128
Selection of participants	129
The chairperson	130
Preparation	130
Starting the programme	131
Speaker control	131
Subject control	131
Technical control	132
Ending the programme	134

11 The phone-in programme	135
Technical facilities	135
Programme classification	136
The open line	136
Support staff	136
Choosing the calls	138
The role of the presenter	139
Reference material	139
Studio operation	139
Additional telephone facilities	140
Use of 'delay'	140
The specific subject	140
'Early lines'	142
Consumer affairs	143
The need to be fair	143
Linking programmes together	143
Personal counselling	144
The presenter as listener	145
Non-broadcasting effort	145
Anonymity	145
Phone-in checklist	146
12 The vox pop	147
Phrasing the question	148
Choosing the site	149
The tape machine	149
Putting the question	150
The editing	151
13 Listeners' letters	153
On-air use	153
Off-air correspondence	155
14 Music programming	157
Clock format	158
Computerised selection	160
Requests and dedications	161
Choosing music	161
Item order	162
Prefading to time	162
Preparing letters and cards	163
Programme technique	164
Guest programmes	165
DJ programmes	166
15 Magazines and sequences	169
Programme title	170
Signature tune	170

Transmission time	171
The presenter	171
Linking style	172
Information content	172
Programme construction	173
Programme variety	173
Programme ideas	174
Voice piece	174
Interview	175
Discussion	175
Music	176
Sound effects	176
Listener participation	177
Features	178
Drama	178
Item order	179
Production method	183
Responding to emergency	185
16 Outside broadcasts (remotes)	186
Planning	187
Visiting the site	187
Communications to base	187
People	189
Equipment	189
Accommodation	190
Programme research	190
Liaison with the base studio	190
Publicity	190
Safety	191
Conflicts of approach	192
Tidiness	193
Gratuities	193
17 Commentary	194
Attitude to the listener	194
Preparation	195
Working with the base studio	195
Sport	196
Actuality and silence	200
The ending	201
An example	201
Coping with disaster	202
18 Music recording	204
Reproduction of internal balance	206
Creation of a synthetic balance	209
Studio layout	209
Microphones for music	210

Frequency control	213
Dynamic control	213
Echo	213
Mixing technique	215
Recording technique	217
Production points	219
19 Drama — some principles	221
The idea	222
Story construction	223
The setting	225
Characterisation	225
Dialogue	226
Script layout	228
The actors	231
The acoustic	232
Sound effects	234
Music	236
Production technique	236
20 Documentary and feature programmes	239
The documentary	240
Planning	240
Research	243
Structure	243
Collecting the material	243
Impression and truth	243
Music	245
Compilation	245
Programme sequence	246
The ending	246
Contributors	247
The feature	247
21 The work of the producer	249
Ideas	249
Persuasion	250
Resource planning	250
Preparation of material	251
The studio session	252
Taste	254
Ending the session	255
Post-production	256
Programme administration	256
Technician, editor, administrator and manager	257
22 Programme evaluation	258
Production evaluation	258
Programme quality	259

Audience evaluation	261
Letter response	261
Research panels	262
Questionnaires	263
Cost evaluation	263
23 Training	266
Course organisation	267
Stretching imagination	268
Editorial selection	268
News priorities	268
News exercise	269
Voicework	269
Personal motivation	270
Vox pop	271
Commentary	271
Drama	271
New challenges for old producers	271
Maintaining output	272
Assessing quality	272
Training evaluation	272
Back-announcement	274
Glossary	276
Further reading — a selection	285
Index	289