

Talk a Lot

Media – Which radio station would they choose?

Student A

Ask and answer questions to complete the gaps, and find out information about each radio station. Think of a person that you know – a friend or family member – who would be likely to tune in regularly to each station. Why would they choose it?

	Rich FM	B.A.M FM
frequency / offers		97-99 FM / the latest pop hits – commercial radio
slogan	"The very best in speech radio."	
target audience		C2DE, high disposable income, aged 14-22
funded by		advertising (16 minutes per hour) & sponsorship
top show (avg. # listeners)	The Book Report (220,100)	
total weekly listeners (avg.)	1.4 million	
weekdays @ 8 am		Crazy Jello Presents the B.A.M. Brekkie Hit Mix!
Thursdays @ 11 pm	Late Night Story	
Saturdays @ 1 pm		The Hit Mix! (with Barry's Tyre and Clutch Centre)

	LEEz BANGIN' CHOONS	Coastal FM
frequency / offers	663 MW / illegal pirate radio	104-106 FM / local radio for the Coastal region
slogan	"Chillin 'n' illin on you steero." [sic]	
target audience		C2DE, time-rich, medium income, aged 45-60
funded by	unlawful sale of Lee's dad's bike	
top show (avg. # listeners)		
total weekly listeners (avg.)	approx. 800 (plus Lee's dog Mallett)	
weekdays @ 8 am		Wake Up and Relax – with Sammy and Sally
Thursdays @ 11 pm	"More sik CHoonz chos by Lee"	
Saturdays @ 1 pm		Clark Rogerson's Laughter Class

Note: ABC1 & C2DE are categories used by marketing companies to describe the socio-economic background of their target audience. They are based on factors such as age, income, job, education, skills, and aspirations, etc.

Student B

Ask and answer questions to complete the gaps, and find out information about each radio station. Think of a person that you know – a friend or family member – who would be likely to tune in regularly to each station. Why would they choose it?

	Rich FM	B.A.M FM
frequency / offers	94-96 FM / quality speech radio	
slogan		"All the hits – all the time!"
target audience	ABC1, good income, aged 40-60	
funded by	audience subscription	
top show (avg. # listeners)		The New Max Cola Midweek Hit Chart (649,000)
total weekly listeners (avg.)		2.3 to 2.4 million
weekdays @ 8 am	Breakfast News	
Thursdays @ 11 pm		The Hitzzzz – Sponsored by Slumberworld Beds
Saturdays @ 1 pm	The Saturday Play	

	LEEz BANGIN' CHOONS	Coastal FM
frequency / offers		
slogan		"Keeping you up to date in your neighbourhood."
target audience	anyone who happens to tune in	
funded by		advertising (14 minutes per hour)
top show (avg. # listeners)	Leez Bangin' Choons (85+)	Gardening Time with Marigold Pluck (370,350)
total weekly listeners (avg.)		998,000 to 1.2 million
weekdays @ 8 am	off the air ("at skool")	
Thursdays @ 11 pm		Mark Pemberley Up Late
Saturdays @ 1 pm	off the air ("footy")	

Note: ABC1 & C2DE are categories used by marketing companies to describe the socio-economic background of their target audience. They are based on factors such as age, income, job, education, skills, and aspirations, etc.

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Media

Information Exchange

Answers

Media – Which radio station would they choose?

Task: "Ask and answer questions to complete the gaps, and find out information about each radio station. Think of a person that you know – a friend or family member – who would be likely to tune in regularly to each station. Why would they choose it?"

	Rich FM	B.A.M FM
frequency / offers	94-96 FM / quality speech radio	97-99 FM / the latest pop hits – commercial radio
slogan	"The very best in speech radio."	"All the hits – all the time!"
target audience	ABC1, good income, aged 40-60	C2DE, high disposable income, aged 14-22
funded by	audience subscription	advertising (16 minutes per hour) & sponsorship
top show (avg. # listeners)	The Book Report (220,100)	The New Max Cola Midweek Hit Chart (649,000)
total weekly listeners (avg.)	1.4 million	2.3 to 2.4 million
weekdays @ 8 am	Breakfast News	Crazy Jello Presents the B.A.M. Brekkie ¹ Hit Mix!
Thursdays @ 11 pm	Late Night Story	The Hitzzzz – Sponsored by Slumberworld Beds
Saturdays @ 1 pm	The Saturday Play	The Hit Mix! (with Barry's Tyre and Clutch Centre)

	LEEz BANGIN' CHOONS	Coastal FM
frequency / offers	663 MW / illegal pirate radio	104-106 FM / local radio for the Coastal region
slogan	"Chillin 'n' illin on you steero." [sic] ²	"Keeping you up to date in your neighbourhood."
target audience	anyone who happens to tune in	C2DE, time-rich, medium income, aged 45-60
funded by	unlawful sale of Lee's dad's bike	advertising (14 minutes per hour)
top show (avg. # listeners)	Leez Bangin' Choons (85+)	Gardening Time with Marigold Pluck (370,350)
total weekly listeners (avg.)	approx. 800 (plus Lee's dog Mallett)	998,000 to 1.2 million
weekdays @ 8 am	off the air ("at skool")	Wake Up and Relax – with Sammy and Sally
Thursdays @ 11 pm	"More sik ³ CHoonz chos by Lee" ⁴	Mark Pemberley Up Late
Saturdays @ 1 pm	off the air ("footy" ⁵)	Clark Rogerson's Laughter Class

Note: ABC1 & C2DE are categories used by marketing companies to describe the socio-economic background of their target audience. They are based on factors such as age, income, job, education, skills, and aspirations, etc.

"Think of a person that you know – a friend or family member – who would be likely to tune in regularly to each station. Why would they choose it?" When they have completed filling the gaps, students should discuss which radio station a particular friend or member of their family would tune into regularly, and why. Answers will be subjective and therefore vary from student to student. Students should produce appropriate reasons for their choices – why they would choose one station rather than another. For example: "I think my mum would tune into Coastal FM, because she always listens to local radio. I don't think she would like Lee's radio station, because I know that she prefers easy listening music." Or... "I think my friend Ryan would tune into Rich FM, because he's a news junkie [i.e. "addicted" to news] and loves to be up to date with what's going on in the world each morning. He wouldn't tune into B.A.M. FM, because he only listens to lute music from the early middle ages..." [etc.]

Sample Questions

What's _____'s frequency?
 What does _____ offer?
 What is _____'s slogan?
 What is the target audience of _____?
 How is _____ funded?
 What is the top show on _____?
 How many listeners does it receive, on average?

Sample Answers

_____ 's frequency is _____.
 _____ offers _____.
 _____ 's slogan is _____.
 The target audience of _____ is _____.
 _____ is funded by _____.
 _____ is the top show on _____.
 It receives _____ listeners, on average.

¹ brekkie is a slang word that means *breakfast*

² [sic] indicates that the spelling mistakes have been left in the text on purpose. Clearly Lee has problems with English

³ sik is a slang word that means *great*

⁴ this sentence means: "More great tunes chosen by Lee."

⁵ footy is a slang word that means *football*

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Information Exchange

How many people listen to _____ every week, _____ people listen to _____ every week, on average?
What's on _____ on weekdays at 8 am? _____ is on _____ on weekdays at 8 am.
What can I hear on _____ every Thursday at 11 pm? You can hear _____ on _____ every Thursday at 11 pm.
What is broadcast on Saturdays at 1 pm on _____? _____ is broadcast on Saturdays at 1 pm on _____.

Examples

How is Rich FM funded? Rich FM is funded by audience subscription.
What is the top show on B.A.M. FM? The New Max Cola Midweek Hit Chart is the top show on B.A.M. FM.
What's on LEEz BANGIN' CHOONs on weekdays at 8 am? The station is off the air because Lee is at school.
What is broadcast on Saturdays at 1 pm on Coastal FM? Clark Rogerson's Laughter Class is broadcast on Saturdays at 1 pm on Coastal FM.

[etc.]

Extension 1:

You could try to encourage some comparative/superlative questions and answers, for example:

Which radio station has the fewest listeners, on average? LEEz BANGIN' CHOONs has...
Which radio station plays the most hit music? B.A.M. FM plays...
Which radio station has the most advertising? B.A.M. FM has...
Which radio station targets the wealthiest listeners? Rich FM targets...
Does _____ have more advertising than _____? Yes, it does. / No, it doesn't.

[etc.]

Extension 2:

Working in pairs or small groups, students could use the template given to plan their own imaginary radio station, including name, frequency, type, slogan, etc. They could design a poster advertising the station, or create a jingle for one of their shows – or radio adverts for different products. Get them to compare their station with another group's, and then present their ideas to the whole class. If possible, each pair or group could record their jingle(s) and/or adverts, enabling you to make a class CD (or podcast) featuring their work.

Extension 3:

Encourage students to work in pairs to develop short role plays or dialogues, where one of them plays a DJ hosting a phone-in discussion show, and the other is a caller. Each student should play their character with a particular mood, e.g. angry, happy, annoying, arrogant, etc., which the other has to guess. Get them to think of a particular hot topic to discuss – e.g. "Should we bring back the death penalty?" – and give them a few minutes to devise the dialogue, before then sharing all of the role plays with the whole group – who also have to guess the moods.

Extension 4:

If your students are up for it, encourage them to put together their own radio show, using either their own imaginary radio station, or one of the stations in the activity. They could then record it, or perform extracts for the whole class, who could vote on which group has worked the hardest.