

**Basics of Radio Programming and Productions**  
**BA(JMC) 203**  
**UNIT I**

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**Syllabus- Unit 1**

- Radio as Medium of Mass Communication
- Radio Broadcasting in India (pre and post-independence)
- Different Types of Radio Stations and Transmissions:
  - a) On the Basis of Reach: National, Regional, Local and Community
  - b) On the Basis of Transmission Technology: AM, SW, FM, Web
- Organizational Structure and Functionaries of a Radio Station: Govt. and Private

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**Radio as Medium of Mass Communication**

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 **Introduction to Radio as a Medium**

Radio is widely used mass communication medium and has a great potentiality in dissemination of information as radio signals cover almost entire population. More than 177 radio stations are there across the country. About 97 percent of the population is reached by the radio.

Radio being a convenient form of entertainment caters to a large audience. With the advent of transistors this medium has reached the common man in urban and rural areas of India, though the utilization of radio is more among rural elites.

It has advantages over the other mass media like television and newspapers in terms of being handy, portable, easily accessible and cheap.

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 **Introduction to Radio as a Medium**

It is the most portable of the broadcast media, being accessible at home, in the office, in the car, on the street or beach, virtually everywhere at anytime.

Radio is effective not only in informing the people but also in creating awareness regarding many social issues and need for social reformation, developing interest and initiating action.

For example, in creating awareness regarding new policies, developmental projects and programs, new ideas etc. It can help in creating a positive climate for growth and development.

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 **Introduction to Radio as a Medium**

It widens the horizons of the people and enlightens them, thereby gradually changing their outlook towards life. Research has shown that radio is an effective medium for education when it is followed up with group discussion and question- answer session.

In India, radio with its penetration to the rural areas is becoming a powerful medium for advertisers. It gets 3 percent of the national advertising budget. Radio is still the cheap alternative to television, but is no longer the poor medium in advertising terms.

Because radio listening is so widespread, it has prospered as an advertising medium for reaching local audiences. Moreover, radio serves small highly targeted audiences, which makes it an excellent advertising medium for many kinds of specialized products and services.

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As far as commercials are concerned, no one is able to tune out commercials easily as is possible with remote control devices and VCRs. It is thought that radio's ability to attract local advertisers hurts mainly newspapers, since television is less attractive to the small, local advertiser.

As far as audience is concerned radio does not hamper persons mobility. As a vehicle of information for masses it is still the fastest. For instance, it would take less time for a news reporter for radio to arrive on the spot with a microphone and recorder than the same for TV along with a shooting team and equipment.

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Another important feature of radio as mass medium is that it caters to a large rural population which has no access to TV and where there is no power supply. In such places, All India Radio's programme continue to be the only source of information and entertainment. Moreover, AIR broadcasts programme in 24 languages and 140 dialects.

"Radio should be treated akin to newspapers in view of the fact that it is local, inexpensive, linked to communities, has limited bandwidth and operates through simple technology".

The economics of radio does allow tailoring programme content to the needs of small and diverse audiences.

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Thus it is economically viable to recast a programme for broadcast to audiences in different sub regional, cultural and linguistic context.

This enhances the value of radio as a medium in networking developmental programmes. Thus, it offers many possibilities in networking, from locally or regionally co-ordinated broadcasts and interactive exchange of queries and data.

It can serve as a standalone medium of information dissemination or a support medium for curricular learning, jointly with print material or with fieldwork.

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- Kapoor, Director general of AIR (1995) said, " Radio is far more interactive and stimulating medium than TV where the viewer is spoon-fed. Radio allows you to think, to use your imagination. That is why nobody ever called it the idiot box

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## Characteristics of Radio

- **Radio makes pictures:** Remember the example of the running commentary on radio of the Republic Day Parade in Delhi? As you heard the commentary, you could visualize or 'see' in your mind what was being described. You could actively 'see' pictures in your mind of the parade even as you listened to the sounds of bands playing patriotic tunes or the sounds of marching and commands. You use your power of imagination as you follow the running commentary.
- **The speed of radio:** Radio is the fastest medium. It is instant. As things happen in a studio or outside, messages can be sent or broadcast. These messages can be picked up by anyone who has a radio set or receiver which is tuned into a radio station. If you have a television set and cable or satellite connection you may be using a remote to get your favourite channel.

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These days if you have a satellite connection, you can also receive radio signals of various AIR stations. Otherwise your normal radio set gives the meter or frequency on which various radio stations operate. You are tuned into that station and listen to news that happened a few minutes earlier. On the other hand, a newspaper gives you the previous days' news. Of course television can also cover events instantly. But television is a more complex medium where you need light and cameras for any coverage.

**Simplicity of radio:** Compared to all other media, radio is simple to use. As mentioned in the previous sections, radio needs very simple technology and equipment.

**Radio is inexpensive:** As it is simple, it is also a cheaper medium. The cost of productions as small as 50 Rs.

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- **Radio does not need electric power supply:** You can listen to radio using dry battery cells even if you do not have electric power supply or a generator. So in a country like ours, where electricity has not reached everywhere, radio is a great blessing.
- **A radio receiver is portable:** Don't you move your radio set at home from the living room to the kitchen or as you go out some where? You can't do that very easily with television. This facility of moving an object which is called 'portability' gives radio an advantage. These days if you have a car and a radio in it, you can listen to it as you drive or travel. Can you think of watching television, when you drive?
- **One does not have to be literate to listen to radio:** Unless you are literate, you can't read a newspaper or read captions or text on television. But for listening to radio, you need not to be literate at all.

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### Limitations of Radio

- **A one chance medium :** When you read a newspaper, you can keep it with you and read it again. You have the printed word there and unless the paper is destroyed it will remain with you. Suppose when you read a news item, you do not understand the meaning of certain words. You can refer to a dictionary or ask someone who knows to find out the meaning. Now think of radio. Suppose you are listening to a news bulletin in English and you hear words that you don't understand. Can you refer to a dictionary or ask someone else for the meaning? If you stop to do that, you will miss the rest of the news. You have to understand what is being said on radio as you listen. You have only one chance to listen. What is said on radio does not exist any longer; unless you record it. The words have momentary life. After it is spoken, it disappears unlike a newspaper or a printed book.

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So that is one of the greatest limitations or weaknesses of radio. It's momentary nature or to put it differently – radio is a one chance medium.

- **Radio has no visual images:** Let us consider a news item on radio and the same item on television. For example, the news about the devastating cyclone Nargis that hit Myanmar in May 2008. Radio news talked about the intensity of the cyclone, the number of deaths, details about property destroyed etc. However in the case of television, it showed the actual cyclone hitting the country, visuals of properties destroyed, rescue operations and many more details which could be seen. Now compare the two. A natural disaster like a cyclone when seen on television is more effective than what you hear on radio. It is said that “a picture is worth a thousand words”.

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It is also said that “seeing is believing”. So when you see something, it is more believable than what you hear. So having no visuals is a major limitation of radio.

- **Messages on radio are easily forgotten:** The problem of not having visuals leads to another limitation of radio. What is seen is often remembered and may remain with us. For example if you have seen the fine visuals of the Taj Mahal in Agra, it will remain in your memory. But what you hear is normally forgotten fast. Probably you may remember what you have heard in a class room if you found it interesting. But can you recall all the headlines of a news bulletin you heard on radio? Normally, you don't. So this is another limitation of radio. Messages heard on radio are easily forgotten.

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**Poor performance on the part of announcers:** Presenters or participants in a radio programme can be boring or uninteresting that it can result in listeners switching off their radio sets. So listeners' interest depends upon how information or messages are presented.

Radio broadcasts are of no use to people who have no sense of hearing especially those with hearing disabilities.

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## Radio Broadcasting in India (Pre and Post-independence)

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## Radio Broadcasting in India

**An Introduction:**  
All India Radio now under Prasar Bharati has the distinction of being one of the major broadcasting organizations in the world. The News Services Division (NSD) of All India Radio disseminates news and comments to listeners in India and abroad. From 27 news bulletins in 1939-40, AIR today puts more than 510 bulletins daily around 52 hours in 82 languages/dialects in the Home, Regional and External Services. Out of these, 89 bulletins are broadcast daily from Delhi in the Home Service in English, Hindi and other Indian languages. The 44 Regional News Units (RNUs) putout 355 daily news bulletins in 67 languages. This includes news bulletins mounted exclusively on FM „Gold“ channel from 22 AIR Stations.

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- In addition to the daily news bulletins, the News Services Division also mounts everyday a number of news-based programmes on topical subjects from Delhi and some other Regional News Units.

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 **Early History**

The history of news broadcasting in India is much older than that of All India Radio. The first ever news bulletin in the country went on the air from the Bombay Station on July 23, 1927 under a private company, the Indian Broadcasting Company. A month later on August 26, 1927 another bulletin in Bengali was started from the Calcutta Station. Until 1935, two bulletins, one each in English and Hindustani were broadcast from Bombay and a bulletin in Bengali was broadcast from Calcutta. The Indian Broadcasting Company went into liquidation in March, 1930 following which broadcasting came under the direct control of the Government of India. The service was designated as the Indian State Broadcasting Service. It was renamed All India Radio on June 8, 1936.

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 **Development- Current Scenario**

The real breakthrough in news broadcasting came after January 1936 when the first news bulletin from the Delhi Station went on the air on January 19, 1936 coinciding with the starting of its transmission. Besides, news bulletins in English and Hindustani, talks on current affairs were also started from the Station in both the languages. The Central News Organization was set up on August 1, 1937. Mr. Charles Barns took charge as the first News Editor in September and he later became the first Director of News. The outbreak of the Second World War in 1939 gave an impetus to the development of the Organization. The Monitoring Service was set up in 1939 to monitor foreign broadcasts. In 1943, the External Broadcast Unit was set up under the Director of News. By 1945, the Central News Organization was handling news bulletins in different Indian languages as well as in the External Services.

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 **Development- Current Scenario**

- After Independence, news broadcasts of AIR grew both in quantity and quality. More emphasis was laid on national and regional news bulletins.

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 **Different Types of Radio Stations and Transmissions:**

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 **On the Basis of Reach:**

**The Three Tier System:**

The National channel of All India Radio started functioning on May 18, 1988. It caters to the information, education and entertainment needs of the people, through its transmitters at Nagpur, Mogra and Delhi beaming from dusk to dawn. It transmits centrally originated news bulletins in Hindi and English, plays, sports, music, newsreel, spoken word and other topical programmes, to nearly 76% of the country's population fully reflecting the broad spectrum of national life. The languages of broadcast are Hindi, English and Urdu apart from some music from other Indian languages.

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 The **Regional** Stations in different States form the middle tier of broadcasting. They originate programmes in the regional languages and dialects. Regional Channels are located in the major linguistic-cultural region of every state. 116 Regional Channels are spread over 29 states & 6 Union Territories including the North-Eastern Service at Shillong that projects the vibrant cultural heritage of the North-Eastern region of this country. The Regional Channels, broadcast largely on the Medium Wave frequency, follow a composite programme pattern comprising of music - classical, light, folk and film, News and Current Affairs, Radio plays, features, Farm and Home programmes, programmes on Health & Family Welfare and programmes for Woman, Children etc.

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- **Local** Radio is relatively a newer concept of broadcasting in India. Local radio stations serve small communities, showcase local culture and broadcast area specific programmes for the benefit of the community. The transmission is in the FM mode. The programming is flexible and spontaneous and the stations function as the mouth piece of the local community. At present there are 86 Local Stations spread across the country.

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### Community Radio

Community radio is when local people produce and broadcast their own programs and participate in operating the station. It is community space for people to meet and collaborate. It is extraordinarily fun and often life-changing. It typically leads to individual creativity and self-empowerment. Participants find it extraordinarily satisfying, not just to make radio in this unique fashion, but to also help transform community life.

Community radio is a world-wide phenomenon. Its roots date back to the late 1940s when it was introduced as a way to offer media access to union members and their families during a labor strike in Bolivia.

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- In 1949, Pacifica Foundation established the first community radio station in the United States. Since then, this vibrant media movement continues to spread throughout the world—from Western countries to remote third-world communities. The urge to do community radio fulfills the basic desire for communication and self-expression and is on the forefront of today's democracy movements. Typically, two principal aims are achieved:
- Cultural, political and artistic voices excluded elsewhere get heard.
- Individuals and communities are enriched.
- Community volunteers are trained and given a central role in radio production, operation and program development. Youths also get a chance to participate. Stations remain responsive to community needs and consistently seek input from listeners.

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 **Benefits of Community Radio**

- Community radio is known for greatly improving a community's quality of life. This claim is substantiated by research conducted by Dr. Richard Florida of Carnegie Mellon University. In his book "Competing in the Age of Talent: Quality of Place and the New Economy" Florida explains how "quality of place" influences peoples' choice to move to a particular community. Based on data collected on labor pools, environment, recreational opportunities, cultural amenities, and the economies of 35 metropolitan areas, Florida made the following conclusions:
- Communities perceived as being inclusive, supportive of diversity, and possessed of a climate of "cultural variety" attracted skilled, innovative workers more effectively.

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 **Benefits of Community Radio**

- Communities encouraging diversity and participatory civic culture—and possessed of highly developed cultural and environmental amenities—enjoyed long-term success in retaining talent.
- Sociological and environmental factors are increasingly as important as—if not more important than—economic factors in generating and sustaining regional health.

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 **Transmission Technology: AM, SW, FM, Web**

Amplitude modulation and Frequency modulation are used to transmit data using the method of modifying a carrier signal. The main difference between both modulations is that in frequency modulation, the carrier wave frequency is modified as per the transmit data. In contrast, in amplitude modulation the carrier wave is modified according to the data.

For instance, if several sets of data are required to be transmitted using the same medium, then each set off is sent using different frequency waves. This is the process of how radio broadcasts are done.

**Amplitude Modulation**  
Amplitude modulation is a modulation technique where the amplitude of a carrier varies depending on the information signal.

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- AM radio broadcast signals use lower carrier frequencies, which helps them travel long distances. Sometimes AM signals can be able to bounce off the ionosphere. The distance travelled by the AM is much larger than the FM.

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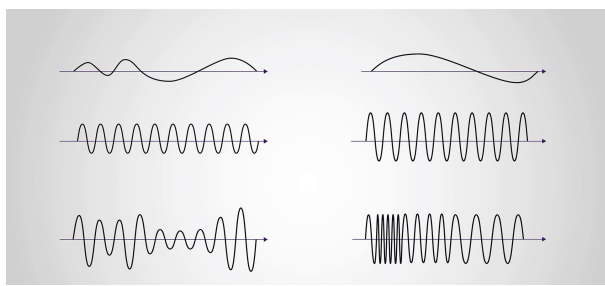
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**AM WAVE**                      **FM WAVE**

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- In this module, the carrier wave frequency is modified according to the signal that carries information. The radio signals have large bandwidth than AM radio signals, which helps to offer much better sound quality. **Frequency modulation** also enables to transmit stereo signals.

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Difference Between AM and FM	
Amplitude Modulation (AM)	Frequency Modulation (FM)
The first successful audio transmission was carried out in the mid-1870s	Developed in 1930 by Edwin Armstrong, in the United States
The radio wave is called a carrier wave, and the frequency and phase remain the same	The radio wave is called a carrier wave, but the amplitude and phase remain the same
Has poor sound quality, but can transmit longer distance	Has higher bandwidth with better sound quality
The frequency range of AM radio varies from 535 to 1705 kHz	The frequency range of FM is 88 to 108 MHz in the higher spectrum
More susceptible to noise	Less susceptible to noise

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### Short Wave

- Shortwave radio is a type of radio transmission that uses frequencies higher than those used by FM and television broadcasts. Shortwave signals can travel for thousands of miles and can be received by people across large areas of the world. Shortwave radio is used for broadcasting news, information,
- Shortwave signals are referring to three MHz and 30 MHz. In other words, shortwave radios have a **higher frequency**, but, the waves which they receive are shorter. Since the shortwave radios are able to receive short wave signals, which reflect even over the water, and are able to travel very fast; this means that you will be able to even listen to radio stations from all around the world. Of course, the ability to do that sort of thing depends on the time of day and the weather conditions, as well as the strength of your own shortwave radio.

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### Facts about Short Wave

- If you love listening to international radio stations, then you'll need a shortwave radio. Shortwave radios can pick up signals from distant locations, making them perfect for tuning in to foreign broadcasts.
- Here are 10 shortwave radio stations that you should definitely add to your listening list: Radio Australia, Deutsche Welle, RTE Radio 1, Voice of America, China Radio International, RFI France, BBC World Service, Radio Vaticana and Canada's Global News Network.
- Shortwave radios are often a bit more expensive than regular radios, but they're well worth the investment if you want to enjoy some of the world's best international programming.

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**Online Radio – Web**

- Internet radio is a broadcast signal that can be streamed online. Think of it like an FM or AM station but over the internet. An internet radio is a digital audio service that broadcasts via the web. Because it isn't spread widely through wireless means, webcasting is often used to describe broadcasting over the Internet. This technology to help listeners tune in via their computer and some radios have this option built-in as well.
- Internet radio is a broadcast signal that can be streamed online. Think of it like an FM or AM station but over the internet. It uses what we call "streaming audio" technology to help listeners tune in via their computer and some radios have this option built-in as well. This means that your device needs to be connected to the internet to receive the radio station. The internet connection can be Wi-Fi or mobile data.

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**Organizational Structure and Functionaries of a Radio Station: Govt. and Private**

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**All India Radio**

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    graph TD
      A[Deputy Director General (DDG) / Head of Office] --> B[Engineering Wing]
      A --> C[Programme Wing]
      A --> D[Administrative Wing]
      A --> E[News Services Wing]
      A --> F[Audience Research Wing]
      
      B --> B1[Asst. Director (ENR)]
      B --> B2[Asst. Engineer]
      B --> B3[Sr. Engineering Asst.]
      B --> B4[Engineering Asst.]
      B --> B5[Sr. Technician]
      B --> B6[Technician]
      B --> B7[Helper]
      
      C --> C1[Asst. Director (Prog.)]
      C --> C2[Programme Controller (PC)]
      C --> C3[Transmission Controller (TC)]
      C --> C4[Announcer]
      C --> C5[Librarian]
      
      D --> D1[Assistant]
      D --> D2[LDC]
      D --> D3[LDC]
      D --> D4[Peon]
      
      E --> E1[News Editor]
      E --> E2[News Correspondent]
      
      F --> F1[Publicity Research Officer]
      F --> F2[Investigator]
      F --> F3[Tabler]
    
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## Departments & Wings

**The Directorate General**, All India Radio functions under Prasar Bharati. Director General is the Head of the Department and is responsible for the overall administration and supervision of the entire AIR network. In performance of his duties and functions, the Director General, AIR is assisted by officers of the following wings.

**Programme Wing:** Additional Director Generals (ADGs) at the Headquarters and in the Regions assist the Director General in proper supervision of the stations. The Headquarters of the Regional ADGs are situated at Kolkata (Eastern Region), Mumbai (Western Region-I), Lucknow (Central Region-I), Bhopal (Central Region-II) and Guwahati (North Eastern Region), Chennai (South Region-I), Bangalore (South Region-II), Delhi (North Region-I) and Chandigarh (North Region-II). Another office of ADG is to be set-up at Ahmedabad (Western Region-II)

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- **Engineering Wing:** In respect of the technical matters, Director General is assisted by an Engineer-in-Chief and ADG (Engineering) at the Headquarters and by the Zonal Chief Engineers in zones. In addition, there is a Planning and Development Unit at the Headquarters in respect of the Development Plan Schemes of All India Radio. For the civil construction activities, the Director General is assisted by the Civil Construction Wing (CCW) of AIR, which is headed by a Chief Engineer. The CCW caters to the needs of Doordarshan also.
- **Administrative Wing:** Additional Director General (Administration) and Additional Director General (Finance) assist the Director General on all matters of the administration and finance. One Director each looks after the Engineering Administration, Programme Administration and financial matters.

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- **Security Wing:**  
The Director General is assisted by a Deputy Director General (Security), an Assistant Director General (Security) / Deputy Director (Security) on the matters relating to the security and safety of AIR installations viz., transmitters, studios, offices, etc. The Security requirements of Doordarshan are also looked after by these officers.
- **Audience Research Wing:**  
There is a Director (Audience Research) to assist the Director General in carrying out feedback studies on the programmes broadcast by the stations of All India Radio. Director (Audience Research) is assisted by a Joint Director (Audience Research).

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- **News Services Division:**  
The News Services Division works round-the-clock and it broadcasts over 607 news bulletins both for Home and External Services. The bulletins are in Indian languages and various foreign languages. The Division is headed by the Director General (News). There are 46 Regional News Units in AIR. The bulletins vary from region to region according to the news worthiness of national, regional and local affairs.
- **External Services Division:**  
The External Services Division of All India Radio broadcasts in 27 languages i.e., 15 foreign and 12 Indian languages. These services are radiated for an aggregate duration of 72 hours daily and are projected to over 100 countries.

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- **TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE** This service looks after the exchange of programmes among the stations, building up and maintenance of sound archives and also the commercial release of prestigious recordings of music maestros.
- **RESEARCH DEPARTMENT:** The functions of the Research Department include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan, development of prototype models of R&D equipment for limited use field trials in AIR and Doordarshan network.

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- **CENTRAL STORE OFFICE** AIR's Central Store Office, located at New Delhi, performs the functions relating to procurement, stocking and distribution of the engineering stores required for the maintenance of technical equipment at All India Radio Stations.

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**• Station Manager**  
At the top of the pyramid is the station manager, who's responsible for day-to-day operations. She enforces the owner's standards while making sure the needs of all employees are being met. The station manager maintains the budget, hires and fires, trains personnel and reviews employee performance. She also ensures that operations comply with Federal Communications Commission regulations.

**• Operations Manager**  
The operations manager holds down the No. 2 spot within a radio station and usually focuses on coordinating, scheduling and promoting on-air programming.

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He works closely with disc jockeys, anchors and hosts to make sure they represent the station's branding correctly. When new programming options must be found the operations manager is usually in charge of doing the detective work. He answers to the station manager.

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**• Program Director**  
Program directors create and plan the daily broadcast schedule. This means locating and providing the news, music, or entertainment that should be covered while monitoring on-air activity to ensure content is disseminated properly. There is usually a program director for each individual broadcast. Program directors generally work with the same staff every day and report to the operations manager.

**• Sales Manager**  
Having a sales manager working with a team which constantly generates revenue by selling air time to advertisers is vital. Some of her charges research potential accounts, do some cold-calling and generally generate sales leads.

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 Others actually sell air time to meet a quota while negotiating price and payment schedules. The sales manager must often designate employees to perform collections on past-due accounts.

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 **• Office Manager**  
The office manager works with a team of administrative and finance employees to handle logistics, payroll, taxes, bills, audits and legal matters. Administrative employees also field phone calls and take messages for the station manager and operations director. They also book any outside business travel for station employees as well as lodging for guests. The office manager reports to the operations manager or station manager.

**• Chief Engineer**  
The chief engineer manages a team that handles all technical matters. In addition to supervising, he must regularly inspect equipment, maintain and repair it when necessary, purchase new equipment when merited and abide by FCC regulations.

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 The engineering staff is often directly involved with broadcasts by editing tracks, managing sound effects and monitoring the station's signal for strength, quality and overall clarity. The chief engineer reports to the operations manager.

**• On-Air Personalities**  
Transmitting the station's voice to the public falls to on-air personalities. Disc jockeys play music, take requests and provide information. Anchors deliver the news, weather and traffic updates. Hosts often conduct interviews and allow listeners to call in and become part of the show. All must align with station branding. On-air personalities report to their program director.

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**Thank you**

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