



Radio Jockeying & News Reading  
BAJMC  
Third Semester  
UNIT 2

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BAJMC

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Unit II: [Writing Skills for Radio]

1. Writing for Radio
2. News Bulletin: Types and Elements
3. News writing: Opening, Headlines, Body and Closing/Conclusion
4. Writing and Packaging for Radio Infotainment Programs

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1. Writing for Radio

- Radio is an attractive medium among the various mass communication media because of its special characteristics.
- While writing for radio it is important to keep in mind that we have to create visuals through sounds only.
- Radio is a sound medium. It has no visuals.
- Sound includes spoken words, music, sound effects and silence (pause).
- Radio is sometimes called the blind medium.
- Writing for radio is a specialized form of communication. It involves crafting content specifically for audio-only medium.
- Unlike writing for print or visual media, radio writing relies solely on spoken words and sounds to convey information, tell stories, and engage the audience.
- This unique aspect of radio requires writers to use language, pacing, and tone effectively to capture and maintain the listener's attention.

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**1. RADIO WRITING –  
BROAD CATEGORIES OF PROGRAMMES**

- Broadcasting touches many areas of our life and so the scope for radio writing becomes almost unlimited. It is, however, worth mentioning that, unlike AIR stations, private FM channels should not be taken as the representative model of a radio station.
- The main purpose of private radio channels is earning commercial revenue through mostly entertainment oriented programmes. They use not more than 3 to 4 programme formats out of more than 25 programme formats available to programme producers.
- Let us know in detail what kinds of programmes are broadcast from a radio station dedicated to public service broadcasting. That would make you familiar with the whole scenario of broadcasting.
- But, first we should know the three major functions or objectives of broadcasting, which result in three broad categories of programmes.

- To Inform (Information based Programmes)**
- To Educate (Awareness based Programmes)**
- To Entertain (Entertainment based Programmes)**

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**Steps for Radio Writing**

- 1. Identifying The Listeners**
- 2. Research For A Script(Decide Writing Formats)**
- 3. Attractive Beginning**
- 4. Examples Of Attractive Beginning**

- Suppose you have to write the script of a radio talk on environmental pollution.**
- A traditional formal beginning for this could be: "Pollution is a serious problem in India. There are mainly three kinds of pollution air pollution, water pollution and sound pollution....."
- Such a beginning may not attract many listeners because of its formal tone.
- However, if you start the script in the following manner:
- "Taj Mahal is the symbol of eternal love and one of the Seven Wonders of the World. But, are you aware that this gleaming white monument may become black one day? No, it is not just a horrible imagination; the increasing environmental pollution can make this a reality one day, if we don't wake up now and start protecting our environment"...
- Such a beginning is much more likely to catch the attention of the listeners because,

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**Steps for Radio Writing**

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**Steps For Radio Writing**

5. **Maintaining the Flow of Script**

6. **Follow the rules for script writing** Use simple words: Easier simple and common words should be used. We need to remember how we talk, not how we write. Radio is a medium whose least common denominator audience are the laymen, using simple words is really important. A list of a few radio appropriate words in English is provided below. I am sure you can find such equivalents in your own mother tongue too:

- b) **Use short sentences:** Sentences should avoid conjunctions as much as possible. The sentences should ideally be of a length appropriate for talking. Remember, unlike print we cannot go back to the sentence and rehear it.
- c) **One idea per sentence:** One sentence should carry one idea. Never clutter one sentence with too many ideas.
- d) **Avoid sound clashes:** Read your copy aloud for awkward sounds. Be paring in the use of 's' 'th' and 'ing' sounds. Avoid words like 'thrust', 'wrists' and 'frisked' all of which are difficult to pronounce.
- e) **Use present tense:** This is especially relevant for news bulletins, particularly the headlines. For conveying the immediacy and to drive home the urgency of news, use of present tense is a cardinal rule. **For example:**  
The Monsoon Session has commenced (commences)  
We have responsibility for quality..... (are responsible)  
The Prime Minister has inaugurated the project (inaugurates)

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**Steps For Radio Writing**

f) **Use active voice:** Scripts should be written in active voice, for example: -

- i. A new governor was appointed by the President.... (President appointed)
- ii. Ten shops were destroyed by a fire ... (A fire destroyed)
- iii. A meeting will be held by the teachers.... (Teachers will hold a)

g) **Avoid stock phrases, superfluous words and clichés.** Below is a tentative list of each word that we tend to use every day while writing in English (which is not exhaustive)

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**Characteristics of Radio**

- Informs
- Educates
- Entertains
- Radio makes pictures
- Radio speaks to the individual
- Radio is inexpensive
- Radio does not need electric power supply
- One does not have to be literate to listen to radio
- Radio speaks to millions
- The speed of radio
- Radio has no boundaries
- Radio for society
- Interactive communication
- It motivates



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**2. News Bulletin: Types and Elements**

- To understand the planning and production of Radio News Bulletins, we need to look at the working of the (NSD) of All India Radio, which handles all news bulletins and news related programmes.
- The General News Room of AIR called GNR, functions round-the-clock in four shifts and handles over 300 bulletins in 24 hours.
- Each shift is headed by an Editor-in-charge, assisted by a number of assistant editors, sub-editors and compilation editors. The Editor-in-charge is in charge of the news desk where the news copies received from various sources are selected, edited and rewritten.
- The usable stories emanating from within the country are placed in the Home Pool or Pool-I, those from abroad in Foreign Pool or Pool-II.
- There is a Sports Pool and on occasions like Parliament session or elections, separate pools viz., Parliament or Election Pool are formed. There is also an External Pool to facilitate compilation of different external news bulletins.

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**2. News Bulletin: Types and Elements**

- A radio news bulletin is a short, concise, and timely presentation of the latest news and information.
- It serves as a quick update for listeners, providing them with essential headlines and details on current events.
- Radio news bulletins play a crucial role in keeping the audience informed and up-to-date on the latest developments across various topics.



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**2. News Bulletin: Types and Elements**

Types of news bulletins can be categorized by duration

- 1. 15 minute (main news):**
  - Morning news (Samachar Prabhat and Morning News)
  - Day news (Day News and Dopahar Samachar)
  - Evening news (Evening News and Samachar Sandhya)
  - These are broadcast at 8.00 a.m. and 8.15 a.m. in morning, 2.00 pm and 2.15 pm at mid day and 8:45 p.m. and 9.00 p.m. at evening every day. (In English and Hindi respectively)
  - Morning news includes a commentary and headlines in the day's newspapers in addition to the news.
- 2. 10 minute or 5 minute hourly bulletins round-the-clock:**
  - They can be a mix of local, national and international news, as well as sport, entertainment, weather and traffic reports, or they may be incorporated into separate bulletins.
- 3. 2 minutes news flashes** are special bulletins are aired whenever necessary.

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 **2. News Bulletin: Types and Elements**

Another type of news bulletins are based on the audience profile

**(a) Home Service**  
**(b) Regional Service**  
**(c) External Service**  
**(d) Specialized Bulletin**

- **Each of these services puts out news bulletins in various languages.**

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 **2. News Bulletin: Types and Elements**

**Home Service**

- Home Service, not mentioned earlier, typically refers to radio broadcasting that targets a national or domestic audience, providing a wide range of content, including:-
- National news, current events, and public affairs
- Entertainment programs (e.g., music, drama, comedy)
- Educational and cultural programming
- Informational programs (e.g., health, science, or technology updates)

Home Service aims to serve the diverse needs and interests of a country's population, often broadcasting in the official language(s) of the nation.

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 **2. News Bulletin: Types and Elements**

**Regional Service**

- Regional Service refers to radio broadcasting that caters to a specific geographic region, such as a state, province, or group of states.
- This type of service focuses on providing content relevant to the local audience, including:-
- Local news, events, and issues- Regional music, arts, and culture- Programming tailored to the region's language, customs, and traditions

Regional services aim to serve the unique needs and interests of the local community, fostering a sense of identity and connection among listeners.

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 **2. News Bulletin: Types and Elements**

**External Service**

- External Service, also known as International Broadcasting, refers to radio broadcasting that targets audiences outside of a country's borders.
- This type of service aims to:-
- Promote cultural exchange and understanding
- Provide news, information, and perspectives to global audiences
- Support international relations and diplomacy.

External services often broadcast in multiple languages, catering to diverse audiences worldwide.

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 **2. News Bulletin: Types and Elements**

**Specialized Service**

Specialized Bulletin refers to a type of radio broadcasting that focuses on specific topics or themes, such as:-

- News bulletins (e.g., sports, business, or weather updates)
- Educational programs (e.g., language lessons, historical documentaries)-  
Cultural programs (e.g., music, arts, or literature showcases)
- Informational programs (e.g., health, science, or technology updates).

Specialized bulletins cater to niche audiences with particular interests, providing in-depth information and expertise on specific subjects.

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 **2. News Bulletin: Types and Elements**

**Scheduled News Bulletin:**

- This type of news bulletin follows a predetermined schedule and is typically aired at specific times throughout the day.
- It may be broadcast hourly or at fixed intervals, such as every half-hour or quarter-hour.
- Scheduled news bulletins cover a wide range of topics, including local, national, and international news, sports, weather updates, business news, and entertainment Headlines.

**Breaking News Bulletin:**

- Breaking news bulletins are aired as soon as significant news events occur, irrespective of the regular schedule.
- These are meant to inform listeners about unexpected and urgent developments, such as natural disasters, accidents, major political events, or other incidents that require immediate attention.

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## Elements of a News Bulletin

Radio bulletins are usually made up from three types of material:

1. News Script (Written stories)
2. Voice dispatch (Voice reports from journalists, either recorded or live)
3. Actuality (Recorded sound of the event).
4. Music

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## Elements of a News Bulletin

**1. News Script (Written stories):** The basic criterion for selecting news stories for a news bulletin is that the information should be new, unusual, interesting, significant and about people.

- It is usual to give the most important story first and the least important story last.
- Balance and pace of bulletin can also be considered while writing a proper news bulletin.
- Try to avoid seeing the bulletin simply as a collection of individual, self-contained stories.
- Balance of items, some heavy and some light, some about major political events and some about ordinary people.

Pace is the length, speed and tone of a story as it appears to the listeners.

- Too many long complicated stories will slow the pace of the whole bulletin and allow the attention of your listeners to walk away.
- Too many short, sharp stories may leave listeners confused, unable to keep up with the pace of changing stories.

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## Elements of a News Bulletin

**2. Voice dispatch (Voice reports from journalists, either recorded or live)**

Apart from giving scripted stories, an important part of a radio reporter's job is to give voice dispatches which have become an essential part of radio bulletin.

- The purpose of a voice dispatch is the correspondent's voice is to supplement, add color and authenticity to the basic news.
- An eye-witness account or an on-the-spot report complete with background sound can be very convincing.
- Writing a voice report is different from writing straight news. In a voice report you can add something to the news that is more personal.

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 **Elements of a News Bulletin**

**3. Actuality**

- This is usually the sound of someone speaking, perhaps taken from an interview or a speech.
- A short segment of actuality is called a grab. Grabs are used in a similar way to quotes in a newspaper story
- A short grab in simple language may be usable without an overdub, especially when it is used to show the emotion behind a speech, rather than the content.

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 **Elements of a News Bulletin**

**4. Music**

- A special opening theme should be used to announce the bulletin and may occasionally be used within the bulletin, perhaps to separate different segments.
- We call such short music inserts stabs or stings.
- Opening theme should be short and dramatic.
- Never use music as background to a news bulletin. It is distracting and ruins any variations in pace within the bulletin.
- It is possible to use a closing theme at the end of the bulletin, although this should be different from the opening theme.

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 **3. Structuring the News Bulletin**

**Headline:**

- The headline is a brief and attention-grabbing statement that summarizes the main point of the news story.
- It aims to capture the listener's attention and give them a quick overview of what the news item is about.

**Introduction/Lead:**

- The introduction or lead is the opening sentence or paragraph of the news story.
- It expands upon the headline and provides a bit more context or background information to set the stage for the main story.

**Main Story:**

The main body of the news bulletin contains the essential details of the news item.

- It answers the fundamental questions: who, what, when, where, why, and how.
- The main story should be presented in a clear and straightforward manner, avoiding unnecessary details, maintaining objectivity.

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 **3. Structuring the News Bulletin**

**Conclusion:**

- The conclusion of the news bulletin wraps up the story and often provides a sense of resolution or implication.
- It may include future prospects, follow-up plans, or outcomes of the reported event.

**Transition:**

- Smooth transitions between news stories are essential to maintain a coherent flow in the bulletin.
- These transitions can be verbal cues or short musical interludes that indicate the end of one story and the beginning of the next.

**Time Check:**

- In scheduled news bulletins, a time check is usually included to inform the audience of the current time.
- This helps listeners keep track of the timing of the updates and any significant events scheduled later in the day.

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 **3. Structuring the News Bulletin**

Writing and presenting a radio news bulletin requires efficiency, accuracy, and the ability to convey crucial information succinctly.

- The focus is on delivering factual and unbiased news while engaging the audience with well-crafted headlines and a smooth flow of information.
- Radio news bulletins play a vital role in keeping people informed and connected to the world around them.

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 **3. Writing for Radio Infotainment Programs**

**News writing**

- Process of News Writing
- Structure of a Radio News Story
- Guidelines before writing a News Story
- Importance of Re-writing and Reading Aloud
- Difference between writing news for Radio and Newspaper
- Preparation of News Copy

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### 3.Process of News Writing

- News writing is done with a view to providing information that is correct, objective, fair, balanced, accurate, precise, and to the point.
- The news writing skill can be acquired by dint of hard work, dedication, understanding, sustained and prolonged practice over a period of time.
- In order to do effective news writing, one should be particularly skilled and discriminative at keenly observing, hearing and seeing things, events, and people, keeping notes and making mental record finding information sources.
- It also involves asking relevant questions; checking, crosschecking, and double checking information.
- All news items received from its' own reporters, correspondents, monitoring service and from news agencies pour into the News Service Division (NSD).
- The AIR News Room in New Delhi feeds news for some 146
- Home and External news bulletins.

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### 3. Process of News Writing

- **1. Research and Gathering Information:-** Collect facts and data from reliable sources- Conduct interviews with experts, witnesses, or individuals directly affected by the story- Take notes and record audio clips (if possible).
- **2. Writing the News Script:-** Start with a clear and concise headline or intro- Write a brief summary or lead-in (approx. 10-15 seconds)- Provide context and background information (approx. 30-45 seconds)- Include quotes or audio clips from interviews (approx. 15-30 seconds)- Summarize the main points and reiterate the key message (approx. 10-15 seconds)- End with a closing or tagline (approx. 5 seconds).
- **3. Structuring the News Story:-** Use the inverted pyramid structure: most important information first, followed by less important details- Keep sentences short and concise (approx. 10-15 words)- Use active voice and present tense- Avoid jargon and technical terms (unless necessary for clarity).

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### 3. Process of News Writing

- **4. Editing and Review:-** Review the script for accuracy, clarity, and coherence- Check for grammar, punctuation, and spelling errors- Ensure the script meets the required time frame (usually 1-2 minutes)- Make revisions and edits as necessary.
- **5. Recording and Production:-** Record the news script in a clear and concise manner- Use proper audio equipment and editing software- Add music, sound effects, or other elements (if necessary)- Ensure the audio is crisp, clean, and free of errors.
- **6. Broadcasting:-** Schedule the news segment for broadcast- Ensure the audio is transmitted clearly and without errors- Monitor the broadcast for any issues or technical difficulties

**Remember, radio news writing requires a concise and engaging style, with a focus on clear communication and effective storytelling.**

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 **3.Guidelines before writing a News Story**

- After receiving the news items from various sources, writing of a news story is a highly professional work. While writing a news story following guidelines can be keep in mind:

**Cross check the fact:**

- As a journalist, you should have a good idea of the authenticity of the claims made or news presented in the story.
- It is always wise to cross check the facts.
- Even with the deadline pressure of broadcast and the uncertainty of many untested facts, accuracy should be relentlessly pursued.

**Add perspective:**

- A shared objective in both print and broadcast involves the injection of perspective the overview into the story.
- Journalists do this by tying in old stories, historical facts, new angles, sidebars, and their own personal memories of the same story.
- Relating the newest breaking events to trends is essential to good reporting but must be undertaken with caution.

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 **3.Guidelines before writing a News Story**

- **Sensational language/loaded words:** The addition of opinionated adjectives, sensational adverbs, powerful verbs, zany bits of narrative, or the bizarre opinions of secondary sources – all these constitute dangerous ground for a responsible journalist.
- **Brevity while editing news story:** Brevity is essential as a minute of broadcast time can take about 100 words, thus giving an editor the choice of about 1000 to 1100 words (in a 10-minute news bulletin) to cover world, national and regional news.
- There is a great constraint of space in radio hence broadcast news must be put in tight, crispy, clear, descriptive, direct and easily understood language.

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 **3.Structure of a Radio News Story**

- **Headline:** A headline is normally a brief summary of the main points of the story and must be completed within a line comprising word not more than 48 in any way.
- **Body:** This is the detailed version of the news item. This part of the news story may contain an actuality, voicer or wrap depending upon the requirement of the news item.
- **Details:** While penning down the body of the news story a news writer must not forget to include any important point of the news item. All the details must be arranged in the body.
- **Paragraphs:** If the news item is lengthy then the story must be written in paragraphs. In this way the newscaster will be at ease while reading out the news item.
- Radio news writing follows a specific structure that includes the opening, headlines, body, and closing (also known as the conclusion).

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**3. Structure of a Radio News Story**

**Headlines:** The headline is a brief and attention-grabbing statement that summarizes the main point of the news story.

- It is usually a concise sentence or phrase that immediately tells the audience what the news item is about.
- The headline should be clear, straightforward, and impactful, as it is the first thing the audience hears and influences their decision to continue listening.
- For instance, a headline for the earthquake news story mentioned above could be: "Massive Earthquake Hits, Tsunami Warning Issued."

**Body:** The body of the news story is where the main information is presented in more detail. It answers the key questions: who, what, when, where, why, and how.

- The body provides the necessary facts and context to help the audience understand the full scope of the news item.
- Using the earthquake example, the body might include information about the affected area, the magnitude of the earthquake, and any immediate response measures taken by authorities.

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**3. Structure of a Radio News Story**

- **Closing/Conclusion:** The closing or conclusion of the news story wraps up the report and often provides a sense of resolution or implication.
- In some cases, the conclusion may include future prospects, follow-up plans, or updates related to the reported event.

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**3. Guidelines before writing a News Story**

- **Attribution of Sources:** To maintain role of radio as a credible source for news, it is essential that the writer tell the listener the source of information.
- Never start a story with a starting statement and then add the source at the end.
- Use it for Credibility
- Use it for Credibility
- Use it to Support Opinion
- Shorten Attribution or Discard It to Save Space
- Radio news story is written for "right now" broadcast. Therefore, it is not necessary to include the name of the day in each story rather the word 'following morning', 'today', 'yesterday' or 'tomorrow' etc. suffices.

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 **3.Guidelines before writing a News Story**

**Broadcasting on All India Radio by individuals will not permit the following:**

- Criticism of friendly countries.
- Attack on religion or communities.
- Anything obscene or defamatory.
- Incitement to violence or anything against maintenance of law and order.
- Anything amounting to contempt of Court.
- Aspersion against the integrity of the President, Governors and the Judiciary.
- Attack on a political party by name.
- Hostile criticism of any State or the Centre.
- Anything showing disrespect to the constitution or advocating change in the Constitution by violent means (but advocating changes in a constitutional way should not be debarred).

**Note : While Station Directors would have power to refuse a broadcast which does not respect the code, a dispute involving a Minister of the State Government has to be referred to the Minister for Information and Broadcasting for final decision.**

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 **3.Guidelines before writing a News Story**

**Rewriting help a news operation out-perform its competition:**

1. It gives station a different sound, and gives a new version.
2. It gives the opportunity to correct mistakes the wire service may have made.
3. It allows to up-date stories, placing the most recent development in the lead.
4. It gives the chance to consolidate various items under one comprehensive lead.
5. Generally radio news is broadcast from a radio station number of times many times hourly or sometimes more in a 24 hour day.

**Preparations of a News Bulletin**

- **Headlines**
- **Body of the bulletin**
- **A break midway, where the news reader identifies the station**
- **Body of the bulletin**
- **Repeat of headlines/recap of major news items.**

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 **3.Guidelines before writing a News Story**

**Preparations of a News Bulletin**

- Overall, effective radio news writing is characterized by clarity, conciseness, and objectivity.
- It delivers the most critical information promptly, engages the audience from the beginning, and ensures that the audience remains informed throughout the news report.
- A well-structured and engaging news story enhances the listener's understanding of current events and keeps them connected to the world around them.

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 **4. Writing and Packaging for Radio Infotainment Programs**

- There are many practical techniques which will make the job of preparing news bulletins easier and more professional.
- **Ranking stories:** One of the major problems in bulletin preparation is ranking the stories in correct order.

- Just follow some simple steps
- First read through all the stories available
- Then go through them again, making three lists.

- 1. Important stories which you must use;**
- 2. Stories which you can use, but which are not so important**
- 3. Stories which you cannot use, for any reason**

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 **4. Packaging for Radio Infotainment Programs**

**Reading speed:**

- It is very useful to know the reading speed of the newsreader who will read the bulletin.
- Once you know how long it will take you (or the newsreader) to read one line of type, you can time your bulletin.
- Reading speed are calculated in words per second (wps) and usually range from 2 wps for slower readers in some languages to 3.5 wps for quite rapid readers in other languages.
- Ask a colleague to help you calculate your reading speed.

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 **4. Packaging for Radio Infotainment Programs**

**The Script:**

- Start a new paragraph for each sentence and type double spaced.
- Type only one story per sheet, as this will make it easier to find stories if you want to drop or insert them during the bulletin.
- Use good quality paper which will not rustle as you move it.
- Never staple the pages of your bulletin together.
- You must be able to pull the sheets aside noiselessly as you read them.

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 **4. Writing and Packaging for Radio Infotainment Programs**

- Writing and packaging for radio infotainment programs involves combining information and entertainment to create engaging and informative content for the audience.
- These programs aim to educate, entertain, and engage listeners by presenting valuable information in an entertaining and compelling manner.
- 'Infotainment' word is a combination of two words i.e. information and entertainment. The basic objective of radio is to provide information, education and entertainment.
- Radio broadcast varied programs fulfilling the basic objectives - to inform, to educate and to entertain.

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 **4. Writing and Packaging for Radio Infotainment Programs**

- Writing and packaging an infotainment program for radio involves crafting engaging content that combines information and entertainment. Here's a step-by-step guide:

**Writing:**

1. Define the concept: Identify the theme, target audience, and unique selling proposition (USP).
2. Research: Gather credible information, statistics, and expert opinions.
3. Develop a content outline: Organize segments, interviews, and storytelling elements.
4. Scriptwriting: Write concise, engaging narratives, dialogues, and voiceovers.
5. Audio elements: Plan music, sound effects, and audio clips.

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 **4. Writing and Packaging for Radio Infotainment Programs**

**Packaging:**

1. Format: Decide on the program's duration, frequency, and format (e.g., magazine-style, talk show, or documentary).
2. Segmentation: Divide the program into introduction, main segments, and conclusion.
3. Pacing: Balance information and entertainment elements.
4. Audio branding: Develop a consistent audio identity (jingles, sounders, bumpers).
5. Promos and teasers: Create engaging trailers to promote the program.

**Radio-Specific Considerations:**

1. Audio quality: Ensure clear, high-quality audio.
2. Storytelling: Use descriptive language to paint vivid pictures.
3. Interviews: Conduct engaging, conversational interviews.
4. Sound design: Use sound effects, music, and silence effectively.
5. Time management: Adhere to strict timing and scheduling.

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### 4. Writing and Packaging for Radio Infotainment Programs

**Radio Program Structure:**

1. Introduction (2-3 minutes): Intro music, host introduction, and teaser.
2. Segment 1 (10-15 minutes): Main topic or interview.
3. Break (2-3 minutes): Commercial break or station ID.
4. Segment 2 (10-15 minutes): Secondary topic or feature.
5. Conclusion (2-3 minutes): Recap, preview, and closing.

**Tips for Radio Writing:**

1. Keep it concise and engaging.
2. Use conversational language.
3. Use audio elements to enhance storytelling.
4. Ensure clarity and accuracy.
5. Edit and revise scripts.

**Radio Production Software:**

1. Audacity (free, open-source)	2. Adobe Audition (paid)
3. Pro Tools (paid)	4. Logic Pro X (paid)

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### Writing and Packaging for Radio Infotainment Programs

- These covers news, news based programs, announcements, educational programs, awareness programs, film programs, cultural programs, music programs, plays etc.

**Formats of Infotainment Programs**

1. Talks
2. Talk shows
3. Discussions
4. Interviews
5. Newsreels
6. Commentaries
7. Poetry Recitation & Symposia
8. Features and Documentaries
9. Radio Reports
10. Book Reviews
11. Quiz
12. Magazines

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### 4. Writing and Packaging for Radio Infotainment Programs

**Formats of Infotainment Programs**

**1. Talks:** Talk is a straight delivery of words by a particular speaker.

- Radio talks are generally of short duration i.e. 5 to 10 minutes.
- Talk can be an effective format to present an opinion on an issue or a problem.

**Production of talk includes following steps:**

- a. Selection of Theme
- b. Identification of Talker
- c. Vetting the Script
- d. Rehearsing
- e. Recording the Talk
- f. Briefing the Announcer

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**Writing and Packaging for Radio  
Infotainment Programs**

**Formats of Infotainment Programs**

**2. Talks Shows**

In this format, two or three speakers are invited to speak on a given topic, and the audience present in the studio questions them.

- This may be termed as an extension of interview format in which one person talks with one expert.
- In talk shows, the experts may be more than one, and the persons to ask the questions are also more than one.
- Experts are called to speak on various social issues, topics of public interest.
- People from different walks of life or from the related field, as per the objectives of the programme are invited to participate and ask questions.

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Infotainment Programs**

**Formats of Infotainment Programs**

**3. Discussions**

- In sharp contrast to the talk, which is presented by one person, a discussion generally includes 2-3 participants and a moderator.
- A discussion presents analysis of an issue from different angles and brings forth more than one opinion on a given subject.
- The subject may be based on issues such as politics, society, culture etc. But it must evoke the interest of a listener and sustain it.
- The role of the moderator is crucial for the success of discussion.

**4. Interviews**

- An interview requires the participation of two people the interviewee and the interviewer.
- Interviewee is the subject expert who may be a political leader, scholar, adventurer, dancer, actor, comedian etc.
- An interviewer raises questions and queries about the subject, personality or issues to elicit more details for the audience.

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**Writing and Packaging for Radio  
Infotainment Programs**

**Formats of Infotainment Programs**

**4. Interviews**

- The interviewer always keeps the objective of the interview in mind.
- The interviewer asks appropriate supplementary questions, the ability to listen attentively and to think quickly are essential attributes of an interviewer.

**5. Newsreels**

- Newsreel programme provides an opportunity to handle the news story in detail, including voice dispatches, interviews and actual background sound.
- A newsreel programme of ten minute duration has four to five news items.
- The newsreel should have a good lead and proper lead-in and throw lines for each and every cut.
- The ten minutes programme should have three or four headlines written in snappy style.
- Newsreel is in the nature of a news report. In sharp contrast to the news bulletin which is broadcast live, newsreels are always recorded.

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**Writing and Packaging for Radio  
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**Formats of Infotainment Programs**

**6. Commentaries**

- In contrast with television, a radio listener 'sees' the event through the word picture given by the commentator.
- Radio commentary is faster than television, as the radio commentator has to give the details, which the TV camera provides.
- A radio commentator has to mention whether the sky is clear or overcast, what is the color of the dresses of the teams playing the match or if a batsman in a cricket match is wearing a helmet or not and so on.

Radio commentaries are of two types – (a) Live OB commentaries and (b) News commentaries.

**7. Poetry Recitation & Symposia**

- Poetry recitation is a part of oral and social traditions of our society.
- Renowned poets and upcoming poets are invited for such broadcasts.
- Mushairas and Kavi Sammelans of 30 or 60 minutes duration are planned, recorded and broadcast.

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**Writing and Packaging for Radio  
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**Formats of Infotainment Programs**

**7. Poetry Recitation & Symposia**

- A radio producer lays equal emphasis on the content as well as the presentation of the poems with due regard to the popularity of the poet.
- There are occasions when the producer arranges recitation of poems of poets.

**8. Features and Documentaries**

- The term 'feature' is used to indicate both studio-based features and documentaries.
- There is a very thin line of demarcation between a radio feature and a documentary.
- Feature is a radio programme, in which emphasis is laid on imaginative presentation of facts, while documentaries are based on actualities.
- A radio documentary is based on documentary evidence - written records, attributable sources, actual happenings etc.
- Its purpose is to present a balanced recorded truthful account of something or someone.

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**Writing and Packaging for Radio  
Infotainment Programs**

**Formats of Infotainment Programs**

**9. Book Reviews**

- Book reviews form an important segment of radio programming.
- These are primarily targeted at the intellectual minority among its audience, who are keen-to acquire knowledge through such reviews.
- A book review touches upon the broad features of the book under review.
- Interviews with the authors or discussions are also included in reviews.

**10. Quiz**

- These shows entertain as well as inform and educate the audience.
- Quizzes can be presented in a variety of ways e.g. a set of questions put to teams of contestants, others involving participation of audience invited in the studios.
- Experts from sound recordings of eminent speakers, leaders, musicians are often played back to the quiz participants for identifying the voices.
- Quiz programs are generally studio-based.
- The level of the questions is kept appropriate to the level of the target group.

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