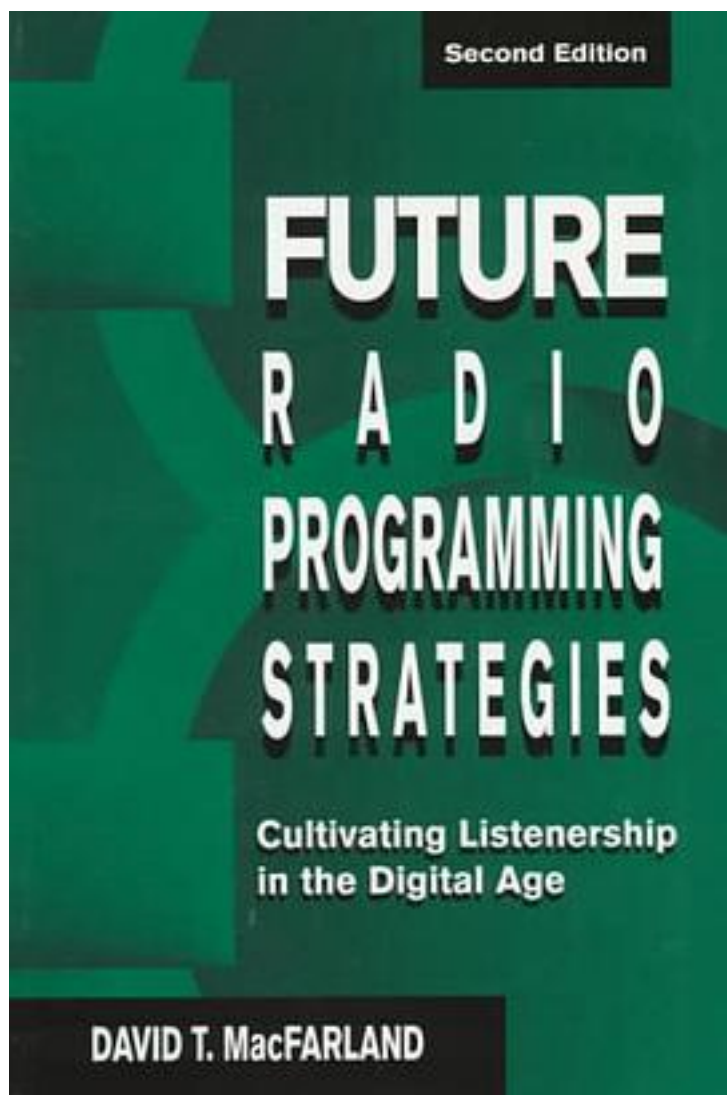


# Future Radio Programming Strategies



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The reader is encouraged to explore fundamental beliefs with this book - a common understanding of what the radio enterprise should be about: entertainment and information. The term information has grown to encompass so many things that it is almost fruitless to argue about what is and is not information anymore. Similarly, entertainment continues to be an elusive concept, one that appears to be heavily dependent on "the eyes of the beholder". A major consideration of this book is to arrive at a set of fundamental beliefs about the values and realities of the radio business in regard to entertainment programming - a set of beliefs that may or may not be right, true or forever, but that might at least provide a basis for developing programming strategies. This second edition of "Contemporary Radio Programming Strategies" seeks to answer the question: "What do listeners really want from radio?" Some of the answers are derived from "users-and-gratifications" research in the mass media. Instead of focusing on what mass media do to people, the uses-and-gratifications perspective seeks to discover what people do with mass media. The functionalist viewpoint of such research basically says that a medium is best defined by how people use it. Having looked at some of the audience research that comes from sources other than the standard ratings companies, the book then goes on to demonstrate new ways that formats, production procedures and announcing styles can meet audience needs and desires. Although the volume concludes with several original methods for selecting and presenting airplay music based on the audience's moods and emotional needs, it does not insist upon a singular, formulaic approach for constructing or modifying a music format. Instead, it attempts to involve the reader in thinking through the process of format development.

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