

## Radio Listening and Television Viewing Form

**Total Points: 30**

Station/Call Letters:
DJ/Anchor:
Time Slot:

**Directions:** Listen to the radio programming or watch television news for a thirty minute segment, preferably on the hour or half hour. Break down and chronicle the broadcast segment to the minute on the following form.

[illegible]

**\*\*\*Questions about broadcast segment on back of page\*\*\***



Discuss the content and style of the broadcast segment. Use supports and examples to highlight your discussion. Focus your discussion on the specific material and the way, order, and design as it was presented. (3)



Discuss the personality and presence of the on air talent. Focus your discussion on the way that the broadcaster presented the material in terms of voice quality, personality style, and mood choice. Would you model any of the style of the broadcast and why? Use supports and examples to highlight your discussion. (3)



Based on the content and style of the segment, as well as the types of commercials, patter, and announcements, what demographic did the segment appeal to and why? (3)



Provide an overall evaluation of the broadcast segment. What appealed to you and what did you not care for? Would you listen or watch this program or station if not an assignment and why? Please explain your response with supports and examples. (3)

#### ---<The Kansas City Broadcast Scene>---

