

Survey of Professional Media  
Short Written Assignment

ASSIGNMENT DATE: Mon. Oct. 17, 2016

DUE DATE: Wed. Oct. 19, 2016 no later than NOON, submitted by email to  
[jforrester@lindenwood.edu](mailto:jforrester@lindenwood.edu)

TOTAL POINTS: 20

**ASSIGNMENT INSTRUCTIONS:**

Listen to exactly 30 minutes of a commercial radio station (NOT St. Louis Public Radio), monitoring the station for the types of content they are broadcasting. You will also record your general impressions of radio content:

To do this, you may either listen to the programming on a regular radio or you can visit the station's website to listen to the live broadcast digitally.

Fill out the following form and answer the questions in detail. Have a watch or your phone next to you to record how long each segment is.

Here is what your log should look like:

TIME (Example: 10:30 PM)	PROGRAMMING TYPE (Example: News Story, Ad, Station Identification, News Show)	DESCRIPTION OF THE CONTENT (Example:
10:30 AM	Station Identification	"You're listening to St. Louis Public Radio"...a brief announcement promoting the station
10:32 AM	Weather and Traffic Report	The announcer goes over the latest weather and traffic conditions in the city
10:35	Music	The station played several back to back top 40 hits, including (list examples)

10:45	Advertisement	Program breaks for ad for TIAA financial planning services
10:47	News Update	The announcer read some news headlines, including (list what they talk about)

### Some things to look for...

**Station Identification:** When a radio station breaks to deliver a promotional statement about the station, like “You’re listening to St. Louis Public Radio, the number one source of news on the radio in the St. Louis area. Tune in for...”

**Advertisements/Sponsorship Messages:** Commercial messages that companies pay for to help promote their goods or services. What kind of ads are they playing on this station? Who do you think they are targeting?

**Traffic and Weather Reports:** Common recurrent content on radio stations. People in cars depend on weather and traffic reports for their commutes. You do not need to record what the specific weather and traffic conditions at that time were, just that the report happened and how long it lasts.

**News Reports:** The announcer (or a prerecorded segment) reads headlines and brief descriptions of things going on in the news... Record what these stories are if this happens while you are listening.

**Music:** What kind of music are they playing? How much music is played before an ad?

USE THE FORM BELOW FOR YOUR ANSWERS  
CUT AND PASTE INTO A NEW MICROSOFT WORD OR GOOGLE DOCS DOCUMENT TO  
COMPLETE AND SEND TO PROFESSOR:

NAME:

START TIME: (denote whether PM or AM)

END TIME: (denote whether PM or AM)

STATION (FM/AM):

[illegible]

**QUESTIONS:**

1.) What radio station did you pick? What is their format (country, rock, talk radio, christian, etc.)? (2 points)

2.) What kind of audience do you think listens to this station? Why? (2 points)

3.) How is radio programming different than television programming, based on what you have observed? (4 points)

4.) What techniques do broadcasters use to keep their audience excited or engaged? (2 points)