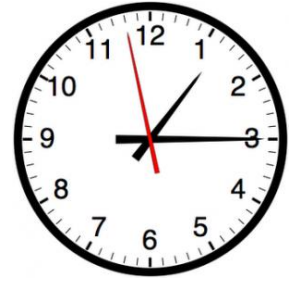









The Radio Day



Different programs attract different listeners. It can depend on their age group, work or family life and of course the time of the day!

Below is an example of different program timeslots and their audiences.

Timeslot/Shift	Characteristics and Audience
<p>6-9am – Breakfast</p> 	<p>Fast Paced, short segments. Topical issues or current affairs/news bulletins, weather and time calls. <i>The audience is predominantly older – parents getting kids off to school, people going to work, driving in their cars.</i></p>
<p>9am–12noon - Morning Show</p> 	<p>Slower pace, longer interviews, news bulletins and weather updates though not as frequently exploring issues more deeply. Talkback. <i>Audience may be someone at home, working, university students</i></p>
<p>12noon–3pm – Lunchtime</p> 	<p>Casual, lighter topics, general interest. Fewer news bulletins <i>Audiences may be at home eating lunch or going to and from lunch destinations in their cars. Older audiences might be having a snooze!</i></p>
<p>3-6pm – Afternoons/Drivetime</p> 	<p>Fast paced, popular culture topics, current chart singles, significantly increased advertising or sponsorship. News bulletins, Weather for the following day. <i>Audience is people driving home from work or school. Students studying with the radio.</i></p>
<p>6-9pm – Evenings</p> 	<p>Special interest programming. Some talkback, interviews. Less need for time calls or new bulletins. <i>Audience may be getting dinner ready, unwinding after their day or listening for special interests.</i></p>
<p>9 – Midnight – Late Night</p> 	<p>More specialist programs, more often heavier music genres, no time calls or news. Students up studying late, shift workers, people driving around.</p>
<p>Midnight to Dawn – Graveyard</p> 	<p>Can be anything from music, automatic or satellite, or late night chat programming. No time calls, weather or news. <i>Shift workers, people who can't sleep.</i></p>