

Learning by Ear – Media & Information Episode 4

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Author: Hope Azeda

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EPISODE 4

CHARACTERS

Announcer: Male/female

“Young Junior” Male, 15 years old

“Sister P.” Female, 16 years old

“Charlie” Male, 18 years old

“Ezra”: Male, 22 years old. Brother to “Young Junior”.

Student Young male

INTRO

Hello and welcome back to another episode of “Media & Information”, a Learning by Ear production. Today our characters pay a visit to the local university where Young Junior’s brother, Ezra, is a student of journalism and also works at the campus radio. Let’s hear what he has to say about opening up a community radio station:

SCENE ONE

At the university halls of residence, there are people walking on concrete floors, door opening and closing.

SFX footsteps on the floor.

1. Young J: Look at Sister P.
2. Sister P: Eh, why are guys staring at me like that?
3. Young J: You’re all dressed up like Jlo. You could be mistaken for a hot campus chick. Is that why you were late?

4. Sister P: Guys, give me a break. Getting at me is not helpful at the moment. What we want to do is find Ezra. Do you know where he's living? Have you been to the university before or we are going to get arrested for trespassing?
5. Young J: Well, I was here once before when we brought him here on his first day and I remember that after climbing these steps we turned left.
6. Charlie: The doors are numbered. Can you remember which one it was?
7. Young J: Let's carry on down here. Yes, this is right. Er, actually it's the next door. Yes, this is the one.
8. Sister P: Shall we knock?

SFX Knocks on the door.

9. Student: Only come in, if you are beautiful!
10. Sister P: Gosh!
11. Charlie : Go in, beautiful!
12. Sister P: Shut your mouth.

SFX Knocks again. Door opens

13. Student: Yes please. Can I help you?

14. Young J: Hi, we are looking for Ezra.
15. Student: Ezra? Wrong room. What year is he in and what is he studying?
16. Young J: He is a third-year journalism student.
17. Student: Ok, third-year students are in the block opposite. This block is for freshers only, er, I mean first-years.
18. Sister P: Why don't you give him a call?
19. Charlie: Good idea.
20. Student: Bye, guys.

SFX closes door, telephone dials.

21. Young J: Hello, is this Ezra?

SFX Phone voice

22. Ezra: Speaking. Young J, what's up? I waited for you until I couldn't wait any longer.
23. Young J: Man, we are already here at the campus looking like lost goats. Where do we find you?
24. Ezra: I am at the campus radio station. Ask any one to tell you where it is. Hurry round. I have to dash to go on air in a sec.

25. Young J: Ok. Good news, guys. Ezra is at the radio station, so we will not only have the chance to talk about setting up a radio station but we'll get a tour of the studios as well.

26. Charlie: And I've brought along a copy of our demo CD, so we can ask them to play it.

27. Sister P: Let's hurry up then.

END OF SCENE TWO

SCENE THREE

At the radio station, the atmosphere is calm with soft music in the background.

SFX <i>Rattling and opening bottles of soda.</i>

28. Ezra: Enjoy yourselves, guys.

29. All: Thanks.

30. Ezra: In thirty minutes I have to go back on air for my programme, so before I hand you over to someone else, tell me what you want to do? Do you want a quick tour around the studio or shall we continue talking.
31. Young J: Dunno. What do you think's best?
32. Sister P: Ezra, we are intending to start up a community FM radio station, but, as we lack some basic information about the radio business, we thought we'd come and get some tips from you.
33. Charlie: Also, if we do start up our radio station, where can we get some quick and proper training in journalism?
34. Sister P: So, I think we should talk a bit longer with you right now and then take the studio tour later. Agreed, guys?
35. All: Yes that is fine.
36. Ezra: Well, the first thing you should do before starting up a radio station is to decide why you want to start a radio station and who will be your target audience.
37. Young J: We already know that.

38. Sister P: Basically, we are fed up of the national radio station. Its programmes and more important, its music, are boring.
39. Charlie: Adding to what sister P has just said. When you get time maybe you'll listen to the CD. We sent it in to the national radio station but they didn't want to play it. So, when we start our own station we will be playing our own choice of music of and of course we will be targeting guys like us, the young generation.
40. Ezra: I am sorry to say this but if you are planning to start a radio station with only those ideas, then you are bound to fail.
41. Young J: Why?
42. Ezra: When you plan to start a community radio, you must have the values in mind that you want to promote within the targeted community. Entertainment is good but you have to offer more than that. For example, when this campus radio was set up, its first objective was to help students improve their journalistic skills and in addition to offer listeners in the surrounding communities programmes about health, environment, human rights, the law and many other social issues to help improve their lives.

- 42 b Young J Exactly what I wanted to achieve with my BRAIN DRILL newspaper...
43. Sister P: I get your point, Ezra, I suppose it would be strange having a radio station playing only music from morning 'til night.
44. Charlie: Apart from broadcasting interesting programmes, what other things do we have to think about?
45. Ezra: Another thing you have to consider is finding a good working space, where you build a basic studio, with good security to minimise the risk to your property and equipment. Apart from this, you need a good place where you can set up your antenna.
46. Young J: Sister P, are you taking notes or should I?
47. Sister P: Let us all take notes. So, this basic studio you are talking about need not be too expensive, yeah?
48. Ezra: That is why I used the word basic, because as you are novices and people with limited funds, what you need to have are just the studio basics. You don't need all the sophisticated equipment like you see on TV or in films.
49. Charlie: What equipment do we need?

50. Ezra: You need to get equipment that will give good quality sound together with the appropriate audio software on a computer. Then you need a sound proof studio. Finally, you need a transmitter and an antenna on a high mast in order to air your programmes. 51. Young J: How will we know what is the right stuff to get, Ezra?
52. Ezra: Don't worry, I will advise you. Another thing is to make sure that you have good telephone connections and a fast Internet set-up..
53. Sister P: I like live shows where people call in. Then you can find out the different ways that people think.
54. Charlie: Sometimes it's funny, but sometimes it's annoying. Like when someone calls up in the middle of a discussion about poverty and hunger and all they want to talk about is a love affair that's gone wrong.
55. Ezra: You can't always avoid such things happening in the media, especially on radio, and that is why it is important to have training in journalism. You learn about the different formats and how to handle and approach different situations. Also, you are taught to balance information, and how to motivate an audience in discussions. Then there's news research. and many other things.

56. Charlie: That was my first question. Where can one get a proper training in journalism?
57. Ezra: You can get that training by enrolling as a full-time university student like me or you can attend short courses which are provided by the university and other media institutions.
58. Sister P: Can't we learn on the job?
59. Ezra: That's possible but you'll still need the guidance of a qualified person with experience and a good reputation in journalism. Do you guys have any sort of budget?
60. Young J: Now that's a sad story. Did you hear that guys? Ezra, before we can even start to say that word, tell me, how much did it cost the university to set up the radio station?
61. Ezra: Altogether, it cost around 20,000 Euros .
62. Sister P: TWENTY THOUSAND EUROOOOS?... How are we going to raise that kind of money?

END OF EPISODE

OUTRO

And that's where we end this episode of LbE's "Media & Information". Hope you enjoyed the programme and make sure to tune in next time when Young J and his crew go hunting for financial support.

Don't forget to visit our LbE-website at:

dwworld.dedeb.com. We appreciate your feedback. Good-bye until next time!