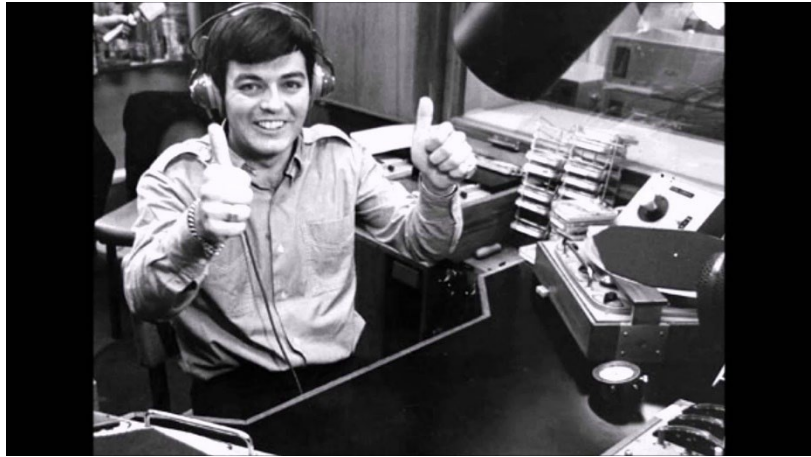


Radio Revision

BBC 1 Launch Day 1967

Historical, social and cultural contexts

- 1) What radio stations were offered by the BBC before 1967?
- 2) How was BBC radio reorganised in September 1967? What were the new stations that launched?
- 3) What was pirate radio and why was it popular?
- 4) Why did pirate radio stop broadcasting in 1967?
- 5) How did the BBC attract young audiences to Radio 1 after pirate radio stations were closed down?
- 6) What was 'needle time' and why was it a problem for BBC Radio?
- 7) How did BBC Radio 1 offer different content to previous BBC radio stations?
- 8) Who was the first presenter for BBC Radio 1 and why did these new Radio 1 DJs cause upset initially at the traditional BBC?
- 9) Listen to excerpts from the Tony Blackburn's first 1967 broadcast - how might it have appealed to young listeners?
- 10) What conventions did Tony Blackburn's radio show borrow from pirate radio - which made it very different to previous BBC radio content?



Audience and industry

- 1) What was the target audience for BBC Radio 1 in 1967?
- 2) Why did Radio 1 initially struggle to attract young listeners?
- 3) What audience pleasures did Radio 1 offer listeners in 1967? (Use Blumler and Katz Uses and Gratifications theory).
- 4) How is the BBC funded?
- 5) Applying Stuart Hall's Reception theory, what would the preferred and oppositional readings have been for BBC Radio 1 in 1967?

KISS FM Breakfast Show

Audience

Look at the KISS media pack carefully. This will give you a brilliant background to the brand and how they target their audience. Answer the following questions:



- 1) What is KISS FM's mission?
- 2) What is the target audience for KISS FM? As well as writing the key statistics from the media pack, try and suggest what psychographic groups would fit the KISS audience too.
- 3) How does KISS use digital media and technology to reach its audience?
- 4) What content do KISS Fresh and KISSTORY offer and how can audiences access those stations?
- 5) What are the different ways audiences can actively engage with the KISS radio brand?
- 6) Are listeners to the KISS Breakfast show active or passive? You can argue this point either way - explain your opinion in your answer.
- 7) Now think about the clips you've watched or listened to of the KISS FM Breakfast show with Jordan and Perri. What audience pleasures are offered by the KISS FM Breakfast show? Use Blumler and Katz Uses and Gratifications theory here.
- 8) How have audiences changed in terms of how they listen to music and radio since the 1960s?
- 9) How does the KISS FM Breakfast show contrast with Tony Blackburn's 1967 Radio 1 Breakfast show and the launch of BBC Radio 1?
- 10) Use Stuart Hall's Reception theory to offer a preferred and oppositional reading of the KISS FM Breakfast show. For the preferred reading, why do fans love the show? On the oppositional side, why might someone criticise the show or not want to listen?

Industry

- 1) When did KISS FM first launch and what type of station was it then?
- 2) How does KISS FM make money and how much revenue did Bauer Media Group make in 2020?
- 3) How many listeners does the KISS Breakfast show have and how has this changed in recent years?
- 4) How is KISS FM regulated and what can happen if they break the rules?