# DISC JOCKEY

The radio program production knows no limit. After having produced items of news, current affairs, outdoor, dramas, features, interviews, music and documentaries there still remain desire and room to do yet more. Radio produces almost on daily basis a range of programs other than the ones mentioned just above, usually labeled as disc jockeys. The need of such programs was felt when most radio stations decided to be on air for round the clock or more than half the day. Earlier when the radio transmission was meant for limited hours of a day, the length of radio program was also limited. There was little variety in the nature of programs. But by going on air for longer spells of time, and with the involvement of commercial activities, the radio stations felt a pressure to devise programs which must fill the time appropriately.

# Early Morning Transmission

Almost every country experiences a different sort of early morning radio hearing. Most people prefer religious programs, some wake up to news and some to music, though they are very few.

Not that early transmission requires extra effort for a broadcasting house in the sense of calling the technical and other staff at the station, the nature and timing of the programs have to be set in a way that people must enjoy radio and at the same time it should cause delays in making them leave home for offices or schools/colleges. Normally such programs are produced as to allow the people to continue to get ready for their offices and keep listening to the radio as well. Like airing small pieces of advice on health matters, a joke or how to behave in a thick morning road traffic. Some radio stations also give weather reports regularly so that people going out, particularly to other cities and towns, should know about the rain, snowfall or the humidity. It helps people in selection of their dresses and the expected hazards in their routine business life.

# Women in Focus

As the day progresses, the nature of program changes. In most cases from morning to noon, programs for house wives and light music do the job. Radio stations have done a great deal of training for rural women in particular. Unlike urban women, their counterpart in the countryside does not have educational and health facilities. Small bits of education in house keeping, childcare, hygiene and social life, put across in light discussions and laced with film and folk music seems to have done sufficiently well, to educate and entertain the women folk between morning and afternoon transmissions. This practice is still in vogue.

# General Interest

Most Broadcasting houses on air programs of general interest from noon to afternoon for everybody. As this time of the day is not specific to their jobs but a transitional period, coming back from offices and getting ready to relax in the evening. Light talks, jokes and music fill this time. It is during this period that they would air regional news and regional language programs. Since all the listeners, particularly the ones from the rural areas are having different routine; radio stations bring those segments of society more in focus and broadcast programs of their interest.

# Daily/ Weekly Division

Planning radio programs is not an easy assignment. You need a program but you can’t do it daily like youth program, quiz shows, interviews and story tied in songs are but a few cases

where a weekly arrangement seems a better option. Almost all the broadcasting houses around the world have divided their programs on daily and weekly basis. Students, who participate in quiz programs, can’t do this exercise on daily basis. Likewise interviewing people from the social sector is not possible to be done in daily basis. If this exercise is done so frequently, it is likely to lose its interest among the listeners and sometime a very important interview held with an important person is also taken lightly and may be not heard at all by the majority of the listeners.

# The Urban/ Rural divide

It has to be encountered. People in cities and country sides have different timings at their work places. Mid-day program which must cater to both categories of people is a task which a producer has to tackle. Usually this time is passed by airing regional news and analysis. The common local issues which in a way concern most types of listeners are the best choice for any broadcasting house.

# Program for different segments

The afternoon rush of programs is the real test for any broadcasting house. In most cases the radio stations have settled to air programs separately for forces, farmers, business people, students etc which are fully laced with music insertions, jokes, light-talks, telephonic conversations and some piece of advice on daily/ social/ and family life.

The day perhaps never ends for a broadcasting house. The evening programs have to be very interesting, for every one is relaxing and expecting a radio transmission only adding to their leisure.

# Late Night Shows

Night and late night transmission usually comprise of serious political/ economic discussions as most people get ready to go to the bed. A more classified approach is applied.

Usually disc jockey programs are a mix of live and recorded material. Recorded music, interviews, talks, analysis and some time public comments feature prominently as a talent weaves through the program. Never consider these programs as filler but an opportunity to enhance listening of your broadcast.

# Making Titles

All the radio programs, however close they are in their nature, have to be given an appropriate title so that listeners could distinguish and listen to them on the time available to them. The titles also help people who want to comment on the programs to be very specific in their criticism. Then, programs on similar topics, like music programs, are broadcast in the morning, mid-day and evening transmissions. Giving separate tiles to each of these programs would help not only in managing them but also enabling listeners to send their observations pointing to a program broadcast at a particular point of time.