**Barnfield Radio Remit**

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| What is the name of your show? | **The name of our drive time show is Rush hour** |
| How many presenters will you have and why?  What are the presenter’s name(s)? | We said that we are going to have two presenters because it will be more engaging and it will give a different perspective. |
| What are the presenter(s) style(s)? | Our presenter style is chatty, bubbly, calm, relaxing, informal and comedy. |
| How often will the news air and for how long? | There will be two different lengths one will be short that will last for about 30 seconds it will be at the beginning and the other one will be long last for about 1 minute and it will be near the end. |
| What audio clips will you source/create for the news and why? | They asked for current affairs that is relevant to young people because they don’t want to hear about politics so if they hear things they hear that is happening to young people it will engage them |
| How will you include college and local news specifically? | We will include news form college and locally like what has happened in Luton and in college we would give a bit of detail. |
| How often will the adverts air and for how long? What type of adverts will you include and why? | I think adverts should come every 15 minutes but every time it will be a different advert. The adverts will last for 30 seconds |
| What will you discuss on your show and why? How long will be dedicated to each discussion and why? | We said that we will be discussing the most popular topic that were on our questionnaire. Which was celebrity gossip, entertainments, debates, film and TV this is because they we the most popular topics on the questionnaire |
| How will you ensure you meet the needs of your primary target audience to include ‘They are media savvy, on trend and use Barnfield Radio to be the first of their mates 'in the know' on the very latest glamour, glitz and gossip.’ | We will make sure that we meet the needs of our target audience by talking about topics that are relevant to the target audience. We will use our topics to engage and intrigue them. |
| How will you ensure you meet the needs of your secondary target audience? | As before we will talk on topics that they would like to listen to and that is relevant to them as well so they don’t feel left out. |
| What audience interaction methods will you use and why? For example: phone in, competition, hashtags etc. | The interaction methods we have decided to do is to create a hashtag that they won’t forget, call ins so that we have their opinion and input on the topic and so they can take part in competitions. We said competitions so they can engage with us. |
| Describe your programme ident(s). How many programme/content idents will you create? When will they be played? | We decided that the station ident will be upbeat music and have effects like echo on the voice and it will say barnfield radio 97.2. Whereas the programme station will say the programme name and effects on it with different music but still upbeat. We said that station ident will be played at the beginning and the end and between songs whereas program ident will be played before the different programs like the news and social awareness as we don’t want to take a lot of time with idents. |
| Describe your station ident | The station has upbeat music that will encourage the audience to continue to listen to the station and come back. It will say the station name which is Barfield radio 97.2 with an echo and other effects like reverb and others |
| What local activities will you encourage listeners to engage in and how will you do this? | The local events we are going to encourage is the Santa grotto for the kids and the ice rink of they do one this year. We also said the new year’s fireworks at Dunstable downs. We said that we could encourage things that are happening in London like the winter wonderland. |
| Which social awareness campaign will you include and why/how? | We said that we are going that we are going to do mental health and talk about the types, what causes it, how to look after your elf with mental health and the signs. We said this because it was the most popular social awareness topic and that we could inform more people. We could include this by going from the debate into social awareness or something similar. |
| What type of music will you include and why? (To include UK and upcoming acts) | In the questionnaire, most people said that they would like to hear Uk rap the most but they also said Hip-Hop, R&B, and Pop. So we said that we are going to add songs from Uk rap, Pop, R&B and Hip-Hop from upcoming artist. |
| Which shows air after yours and will therefore need promoting? | We will promote the next show after ours and yes they will need promoting because this will make the audience stay on the station and continue listening. |
| Other than your group members, will you require an additional contributor’s i.e. News, phone in voice etc.? Where will they be sourced from and when? | We will require additional contributors for the phone in voice. I think we are going to record different voices. This can be over the holidays so that we have it when we are editing. |
| What is the shows USP and why? | The unique selling point will be our hashtag that we have created and the competitions this is because now a days the target audience like to take part in competitions and like using hash tags that they created or seen before. |