

ภาคผนวก จ

รูปแบบของรายการเพลงในการผลิตรายการวิทยุ

Format	Description	Typical Demographic	Advantages	Disadvantages
Country	Refers to a wide variety of music, but generally has a twangy flavor; songs often have roots in rural context.	Format appeals to wide range of age groups. Many listeners (but by no means all) are blue-collar. Audience is split among devotees of certain strains of country; pure country fans often dislike crossover country, which has more of a pop flavor.	Audiences are increasingly upscale and often very loyal to the music. Typically a solid ratings performer, although generally not member one in individual markets.	Some advertisers may feel that this format reaches only blue-collar and rural listeners. Can be difficult to program because of listeners' strong likes and dislikes of various strains of music.
Easy Listening	Usually instrumental versions of popular songs, along with soft vocals. Some easy listening stations use contemporary soft rock.	Usually middle-aged adults; easy listening often appeals to high income professionals.	Appeals to affluent demographic. Many radio advertisers like this type of music themselves.	Finicky audience. Pretty much limited to FM, because lower quality AM stations do not adequately reproduce orchestral music.

Format	Description	Typical Demographic	Advantages	Disadvantages
Middle of the Road/Nostalgia	Not all MOR is nostalgia, and vice versa, but usually stations in this broad format category play many ballads, band arrangements, and modern music that resembles the genre.	Usually older adults, a segment that sometimes feels disenfranchised from current radio offerings.	Strong loyalty, easily definable niche in market.	Some advertisers perceive older audiences as poor buying audiences, but this is not always true. The “gray market” is emerging as a powerful buying force in the American economy.
Top 40/Contemporary Hit Radio (CHR)	Top 40/CHR has a limited playlist, consisting of a limited number of the latest hit rock’n’roll songs.	Usually older teens and young adults, although many listeners are in their late 20s, 30s, and 40s. Young teens are emerging as an increasingly important component of the Top 40/CHR audience.	A good ratings performer and not as complex to program as many of the other super segmented formats.	Extremely tight competition within this format, and occasional oversaturation within markets. The audiences for this format do not tend to be loyal to particular stations.

Format	Description	Typical Demographic	Advantages	Disadvantages
News-Talk	Usually a mix of news, public-affairs programming, and call-in talk shows.	Wide range of ages and income. Appeals to many listeners who tune in and out quickly for news and information, enabling stations to build high numbers in certain categories of ratings.	A good format for producing high looking ratings because frequent tune in takes advantage of peculiarities in ratings methodologies. An easily distinguishable format; easy to carve out a niche in the market.	Good talent is essential to pull off this format. News programming is expensive to produce.
Album-Oriented Rock (AOR)	Longer cuts of rock, sometimes mixed with blues; often fairly hard rock.	Young adults.	Because the music appeals to a distinct life-style, advertisers like the idea of reaching a defined and highly researched audience.	Music appeal is often very narrow; aficionados of one style of AOR may strongly dislike music from other AOR genres. Advertisers often view the audience as being less affluent than listeners to other formats.

Format	Description	Typical Demographic	Advantages	Disadvantages
Specialty	A catch-all term for the many small formats that exist in modern radio. Such formats include all news, ethnic, classical, urban, oldies, and jazz	Variable, of course, depending on the format, but almost always a well-defined group.	A fairly easy audience to identify and reach. If the market is affluent – as with listeners of classical music – premium rates can be charged for advertising.	Very narrow specialty formats typically do not produce high ratings numbers. They usually can exist only in very large markets, seizing a small piece of a very big pie.
Adult Contemporary (AC)	Usually features modern popular music with a mix of oldies; the modern music is usually neither too hard nor too soft	Broad range, usually fairly young adults. Listeners usually have good buying power.	AC fans usually tolerate a fairly broad range of musical styles, so tune-out is not such a problem as with other formats, where fans often are devoted to a particular strain or genre of the music. Good performer, often a ratings leader.	Very tight competition in typical markets. Because news and information exchange is important in AC, the format needs good on-air talent.

Format	Description	Typical Demographic	Advantages	Disadvantages
Religious	Usually gospel music, with increasing use of mainstream soft rock or country. Gospel music itself is becoming more mainstream.	Wide range of ages and incomes. Sometimes a good performer in rural areas.	Audiences are usually quiet loyal.	Not a traditional money-maker.

ที่มา : Lewis B. O'Donnell, Philip Benoit, and Carl Hausman, (1990), *Modern Radio Production* (2nd ed.), Belmont, California: Wadsworth, pp. 279-282.