

A STUDY OF SOCIAL MESSAGES ON FM RADIO CHANNELS

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Abstract: The radio in this era is not just playing music or entertaining its listeners rather it has become a medium of edutainment. It is the cheapest form of media that aware the listeners about the day-to-day happenings of the world. The social messages on radio have been broadcasted since its inception.

The paper focuses on the contribution of private FM radio channels in creating social awareness amongst its listeners. The study deals with the campaigns undertaken by three popular Delhi based FM Radio channels. Social messages are the messages which are designed for the betterment of the social wellbeing of the people and thereof help in improving their lifestyles, socio-economic strata and political structure of the nation. The content of these messages is conceptualized and executed through various forms and urges the audience to share their opinions and response. Today radio is reaching out to its audience through social media as well. The audience gives a prompt response to these social messages and makes the desirable changes in their lives in response to these initiatives taken up by the radio channels.

Keywords: Radio Messages, Social Awareness, Edutainment.

Introduction: Radio is widely used by all sections of the society. It is a portable medium of mass communication which can be carried anywhere by anyone. Radio also influences the opinions and behavior of the people who are connected to it. This is possible because the radio has become a mode of two-way communication bridging the digital divide with its listeners through various networks like telephonically, Facebook, Twitter, Instagram, emails, BTL - Below the Line activities etc, to discuss the social issues concerning them.

The focus of reaching out is to become live and cater to the real and immediate needs and problems emerging in the society. Promotion of the social issues is taken up by all under the CSR initiative by the private FM radio channels for which they also hire celebrities as Brand Ambassadors and broadcast their message through the popular RJs of the channel. In doing so, these FM radio channels gain popularity and better positioning in RAM beats which shows the popularity rating of the channel as compared to their competitors.

The popularity of the radio as medium has increased due to its local appeal. Small and big cities have their own private FM radio stations. In comparisons to other media radio is the most convenient and cheapest media which increases its preference amongst masses. Hence it becomes the responsibility of radio channels to spread awareness about socially relevant issues. Due to the local outreach of the radio stations they are able to influence the community people which in turn can motivate listeners towards positive social change.

According to Stellenbosch University "Social awareness is defined as being aware of the problems that different societies and communities face on a day-to-day basis and to be conscious of the difficulties and hardships of society." Social

awareness means understanding and dealing with the issues that are directly or indirectly affecting the society. The interference by media in generating this awareness is essential to felicitate The participation of its audience to bring about a change in the behavior, attitude and approach for the betterment of the society, nation and the world at large.

It also felicitates the behavior change through communication to improve the lifestyle and socio-economic status of the human beings. The effectiveness of radio as a media for social awareness is due to its mass outreach at cheapest rates along with its localized and easily approachable quality. The information disseminated through radio urges a great participation with the exchange of ideas, thoughts, emotions, philosophies and news updates at the local, national and international level. The idea of social awareness through radio is truly creative, imaginative and above all reflective of reality, improving the cultural, social, economic and political structure of a country.

The paper focuses on the contribution of private FM radio channels in creating social awareness amongst its listeners. The study deals with the campaigns undertaken by three popular Delhi based FM Radio channels namely Fever 104 MHz, Radio City 91.1 MHz and Red FM 93.5 Mhz.

Objectives of the Study:

1. To study the social awareness campaigns of FM radio channels
2. To analyze the content of selected campaigns
3. To find out the participation level of the audience in the campaigns.

Methodology: The study is a qualitative and quantitative study. Qualitative study includes content analysis of radio campaigns, interviews schedule of radio personals. To study the participation level of

the audience qualitative and quantitative analysis of the social media pages have been conducted.

Selection of FM Radio Stations: Three popular Delhi based FM radio stations were selected for the study.

S.No.	Name of the channel	Frequency
1.	Fever	104 MHz
2.	Red FM	93.5MHz
3	Radio City	91.1 MHz

Period of Study: 2016-17

Content Analysis: Content Analysis was conducted to meet the first objective of the study, to identify the social media messages on FM radio Channels.

The content analysis consists of a bundle of techniques for systematic text analysis, to preserve the advantages of quantitative content analysis as developed within communication science and to transfer and further develop them to qualitative-interpretative steps of analysis (Mayring, 2000).

The object of (qualitative) content analysis can be all sort of recorded communication (transcripts of interviews, discourses, protocols of observations, video tapes and documents). Content analysis analyzes not only the manifest content of the material- as its name may suggest. Content Analysis is described as the scientific study of content of communication.

It is the study of the content with reference to the meanings, contexts and intentions contained in messages. The term Content Analysis is 75 years old, and Webster's Dictionary of English language listed it since 1961. In 1952, Bernard Berelson published Content analysis in Communication Research, which heralded recognition for the technique as a versatile tool for social science and media researchers. Some scholars adopted it for historical and political research as well (Holsti, 1968). However, the method achieved greater popularity among social science scholars as well as a method of communication research (Wimmer and Dominick, 1994:163).

Krippendorff (1980) defined Content analysis as the use of replicable and valid method for making specific inferences from text to other states or properties of its source. The study used qualitative content analysis focusing on the content, production and qualitative analysis Qualitative content analysis goes beyond merely counting words to examining language intensely for the purpose of classifying large amounts of text into an efficient number of categories that represent similar meanings (Weber, 1990) and is not limited to mere number counting.

Case Study of Various Radio Campaigns: About Ambulance First: The Ambulance first initiative was taken up by fever 104 as fever voice of change initiative under CSR. It was launched along with the Delhi Traffic police to urge the Delhi commuters to move towards the left side of the road whenever they

hear or see an ambulance coming. This initiative was conceptualized when a caller called to the radio station and shared that his father died on the way to the hospital because the ambulance could not reach on time due to the traffic congestion on the road and the commuter's ignorant behavior towards the loud siren of the ambulance. Cameras were mounted on the ambulance to identify the offenders who were fined later. The government also supported the campaign. "It is a good thing if such a campaign can bring about a change," said Health Minister Satyendra Jain. It is an on-going campaign from past 3 years and has become a part of the programming of the channel itself.

This initiative started very enthusiastically as the RJs of the channels sat inside an ambulance and went on-air on the roads during the peak hours of Delhi traffic in morning and evening. While sitting inside the ambulance they announced on-air the vehicles nos. who were not giving side to the ambulance even after listening to the ambulance siren and noticing it behind their vehicles. Thereafter, Delhi Traffic Police also penalized these vehicle owners. The great support of the Delhi Traffic Police was also appreciated on-air by the RJs. Many different kinds of jokes and radio jingles were made to run the campaign and broadcasted at regular intervals by the channel. The channel lived up to the Ambulance First campaign as listeners shared their own personal experiences and some of the them also pledged on-air that they will always take their vehicle towards the left side of the road, whenever they will see an ambulance.

The breakthrough of this campaign was a recent initiative of the channel partnered with the Fortis Hospital "The Green Corridor" a special travel route without red lights to ensure transportation in minimal time. Fever 104 was approached by one of the doctors of Fortis Hospital and asked their help.

It was the first ever Green Corridor route in Delhi around 8:00 pm to transport a live heart from Indira Gandhi International Airport to Fortis Hospital, Vasant Kunj, Delhi and the Google map showed that it would take at least 45 minutes to reach the hospital. However, according to the doctors it was too much time as the heart would become useless. So, the green corridor was created from Indira Gandhi International Airport to Fortis Hospital in Vasant Kunj, Delhi. Fever 104 decided took the mobile number of the ambulance driver and the persons sitting inside the ambulance and coordinated with them being on-air. The channel stopped all their advertisements, songs, jingles etc till the time the heart successfully reached the Fortis Hospital. The RJs continuously announced the movement and location of the ambulance carrying the heart and urged people to divert their routes or avoid travelling

through the places where the ambulance was moving. Gurgaon and Delhi traffic police also joined in and helped to cover the whole distance of 8 km in less than 16 minutes.

The heart was donated by retired Cornel in Bangalore. The family decided to go for organ donation as the donor's condition remained critical. The heart was kept in a special box and received at terminal 1-D of the airport and rushed through the Green Corridor to Fortis Escorts hospital in New Friends Colony, said Deputy Commissioner of Police Traffic (southern range) Harendra Singh. Facilitating unobstructed movement of the ambulance which was carrying the heart, Traffic Police personnel were deployed on the way to regulate traffic on the road, he said.

According to Avnish Seth, Director, Fortis Organ Retrieval and Transplant (FORT), "It was extremely motivating to see a gradual shift in public perception on the issue of organ donation in our country. As per available statistics, in 2015, there were 570 donations following brain death cases in the country, resulting in transplantation of a total of 1,675 organs including 1,007 kidneys, 510 livers, 110 hearts, 37 lungs, four pancreas and two small intestines."

Geeta Thapa, the wife of the donor, said that she had heard about organ donation but never imagined that it would become a reality for her life one day. She has no words to express her loss but she was proud of the fact that her husband was able to grant life to others even when he was no more. She prayed for the well-being of the recipient.

Abrar Ali Dalal, Facility Director at Fortis Hospital said, "We thank the donor's family for recognizing the importance of organ donation and are deeply appreciative of them to have agreed for this magnanimous and noble act even in their hour of grief and irreparable loss." And thanked Fever 104 FM to be such an active radio channel to change impossible into possible.

The celebrities like John Abram, Varun Dhawan and Gautam Gambhir regularly promoted the Ambulance First campaign and gave their voices to create more awareness to the listeners on-air. The impact of this campaign came out with a new ruling by 'The Supreme Court of India', the people who will not give side to an ambulance to pass through will be heavily fined by the traffic police. The channel also won the silver in New York Festival Awards for this campaign in 2017.

About Palna: Palna initiative was taken up by Red 93.5 FM in association with Delhi Council for Children Welfare to raise funds for abandoned and disowned children. It started with a short film of RJ Raunak on Facebook page of the channel which went viral on 7th March 2017. In this short film Rj Rauank was carrying a baby girl in his arms and asked people to take the baby along with them as he already had a

girl child and could not afford another girl child. The people's reactions were recorded who were passing-by and tried to explain the RJ that he should not disown his child. Moreover, few courageous bystanders got ready to adopt that girl child. This video got 2 million likes and numerous comments and thereafter the channel started broadcasting on-air about the Palna campaign began on 8th March, 2017 till 23 March, 2017. It was a fund raising initiative along with social awareness initiative that was appealing to the biological parents who disown their children to reconsider giving up their kids. The channel made an additional link in their website which was directed to the bank details of the DCCW. Therefore, people's contribution in Palna campaign directly reached to the Delhi Council for Children Welfare. And the funds raised through this initiative were used to provide complete care to abandoned, homeless and destitute children. The fund also used for the education of the children through their preschool set up and other class room activities.

The campaign's on-ground and on-air activities helped in the collection of funds. To create on ground awareness RED FM team reached out to a lot of corporates like PAYTM, Fab Furnish, Nearbuy, OLX, Jabong along with its popular RJs Raunaq, Ashish and Kisna. They did awareness activities and motivated the corporates to understand the spirit of Palna not just as a campaign but as a part of their regular practice of doing something for such kids who really need and require the care and support from the society. The RJs went on-air along with the employees of these organizations and motivated the listeners. The team received great response from them in terms of contribution towards this cause. The total contribution was 93.5 lakhs of which 70 lakhs was donated by Red 93.5 FM and rest was the contribution of the people of Delhi.

RED FM created just the right noises around this campaign which also reached Shahrukh Khan who extended his support to this noble cause and invited all the kids of DCCW for a day out in Kidzania. The kids had so much fun doing the role playing activities in Kidzania. Also, the Bollywood and Punjabi singer Mika Singh invited all the children of Palna to his home in Delhi and also contributed the fund to the DCCW.

Commenting on their association with Delhi Council for Children Welfare, Red FM says, COO, Nisha Narayanan, "Bajate Raho being the Red FM's mantra, 'Bajao for a Cause' is inherited in our DNA and we constantly thrive to practice it in our initiatives. The campaign is annually conducted in all our markets and stations supporting multiple causes relevant to that region like education for sex workers' children in Mumbai, installation of sanitary pad vending machines in 50 government schools in Kolkata and

fund raising for abandoned kids in Delhi. DCCW's Palnainitiative is a great step in providing better life to disowned and homeless children. We have received an overwhelming response from our listeners and encourage them to keep supporting us in our endeavour to make this world beautiful."

With the combined efforts of Red FM along with the Delhi Council for Children Welfare the initiative has gained great traction and raised over INR 25 lacs from their listeners and planed to grow ever further in future. Additionally, Red FM contributed approximately 68.5lacs to the cause taking the total donation to 93.5lacs. Under the activity, Red FM urged listeners to donate an amount of INR 1,000/- for a complete care of a kid for a month. The donation was exempted from income tax under section 80G. DCCW issued the certificates to the donors upon receipt of the funds.

Delhi Council for Children Welfare under its Palna initiative has been taking care of children left abandoned, homeless and destitute kids for the past six decades. They have a cradle outside for anyone to leave their kids whom they can't afford or one born with deformities or are challenged. On an average DCCW gives away 50 children in adoption annually within India and abroad. Over the last three decades the organization has placed over 2800 children in loving families, selected after rigorous screening and evaluation procedures.

Celebrities like Director PrakashJha who has adopted a girl child from Palna and Suresh Raina's wife Priyanka Raina who runs the NGO have been instrumental in supporting the cause. Guru Randhawa also joined the initiative on-air. Many Bollywood celebrities called the channel and congratulated to run this campaign. After this campaign with its innate BajateRaho attitude, RED FM aimed to build awareness, raise funds and urged Delhi to take be an active part of this initiative to make it a great success. The channel also hoped to get some of the renowned awards in 2018.

About Dil Deke Dekho: On February 10, 2015 Ms. Pallavi Kumar (Executive Director, Delhi-NCR, MOHAN Foundation) was invited at the Radio City 91.1 FM office, Okhla, New Delhi for a sensitization session on organ donation for their Radio Jockeys (RJs)

Radio City 91.1 FM was promoted by Music Broadcast Private Limited (MBPL), it started its operations in India in July, 2001 in Bangalore. Radio City had partnered with MOHAN Foundation for a week long campaign titled "Dil Deke Dekho." in an effort to drive awareness about organ donation. The campaign that started on February 5 up to February 14, 2015, Valentine's Day to mark the day dedicated to love with the noble cause of organ donation that would go a long way in saving lives.

The session was organized for all the Radio Jockeys so that they would give correct information to their listeners on organ donation through special shows and inspiring stories during the campaign.

Ms. Pallavi of Mohan Foundation explained the concept of organ donation and brain death to the group. She also spoke on the Transplant Law of India (THO Act) and myths and facts related to organ donation. The participants listened very attentively and asked queries pertaining to the subject that were answered by the MF representatives in a professional manner. Post the session, a short film on brain death was also shown in order to ensure better understanding of the said subject.

Also present at the session was 60 years old Mr. Mohan Mahal, a heart recipient of 20 years old boy who applauded the work that had been done by the foundation and shared his experience with the participants as a heart transplant recipient.

On February 14, 2015, the organ donation awareness campaign was conducted by MOHAN Foundation in collaboration with Radio City 91.1 FM. The campaign started at 11 AM and continued till 4:30 PM. It was organized in the lobby of the hospital. Standees were set up and fliers were distributed.

Sonam and Chaitanya represented MOHAN Foundation in the whole program and Himanshu, the show producer from Radio City was present there along with his two promoters. The promoters approached the people and explained them about the whole campaign and the concept of organ donation. Further detailed explanation was given by Sonam and Chaitanya to the interested masses.

According to RJ Divya of Radio City 91.1 FM, "Radio is very powerful as a media and can change the mind set of people by imparting awareness and it plays an active role in social awareness as well". RJ Divya initiated the campaign of "Dil Deke Dekho" in the First week of February which continued for three weeks. The idea was to relate the "Heart" to the Valentine's Day and bring about a campaign that could connect with the audience directly. Mohan Foundation collaborated with Radio City and the campaign's program head Abhishek along with RJ Divya shared a case study with Dr. Naresh Trihaan of Medanta Hospital. This case study was of a person called Mohan who was 60 years old and he has a heart of a 20 year old boy who died in an accident in his body. Thereafter, they met an old man whose son required a heart transplant but Heart was not available but this old man pledged to donate his heart. The team also went in small groups to various places and explained and aware the people personally. Simultaneously, on-air Rj Divya used to share one case study every day with the listeners and used to get numerous calls from common people who

also used to share their own experiences or views regarding the campaign.

Many doctors and heads of the hospitals, organ donor departments and heart department of all leading hospitals like Max, Fortis and many others also joined and contributed to this campaign. Rjs like Raunak of Red 93.5 FM, RJ Lucky 104.8 FM, RJ Anant and Saurab, from other radio stations also congratulated and appreciated the Radio City to take up this campaign. The Union Health Minister J.P. Nadda, also personally congratulated the channel and on-air he also urged people to support the campaign. The read life organ donors also called the station and shared and encouraged the listeners to donate their organs especially heart and contribute to the social change. Rjs of the station went to their on-ground Kiosks and explained about the campaign and took sessions at various hospitals. They also met the real life heart donors at their homes and hospitals. Ranbir Kapoor, Anupam kher, John Abraham and many celebrities joined and endorsed the campaign.

The success of this campaign was calculated by the numerous prestigious awards the channel received for this campaign like Golden Mics Awards, IRF, Asia Pacific, New York festivals, Real Life and Limca book of records. Rj Divya was the first ever RJ who declared on-air her pledge to donate her heart. This motivated lakhs of people to come forward and made a change in the society. Out of all the people approached, approximately 30,000 signed the pledge card and pledged to donate organs. And around 20 donor cards were signed. The channel missed on exploring the digital media to promote their campaign.

Audience Feedback: Several social media pages were created about their campaigns by the radio channels, except Dil Deke Dekho by Radio city 91.1 FM, and audiences supported these campaigns in full enthusiasm. It was observed by the number of people who signed the pledge cards of organ donation was over 30,000 including RJ Divya of Radio City 91.1 FM and her acquaintances which again proved the power of FM radio in bringing the social change, even without promoting this campaign on social media this campaign got recognized in 'New York Festivals' Awards and received the golden position along with Golden Mics Awards, IRF, Asia Pacific and Limca Book of Records.

The audience liked, commented and shared the videos and participated and indulged themselves in the campaign publically and privately on the public platforms and their personal accounts as people donated in the fund raising campaign of Palna by Red 93.5 FM with Delhi Council for Children Welfare. Also the short film of Rj Raunak went viral with 2 million views in which he was carrying a baby showed the instant feedback of the audience as some of them got ready to adopt the girl child on-the-spot.

Moreover, according to DCCW data, before the Palna campaign the average number of parents registering for the adoption was 14-15 till February which increased up to 25 registrations in the month of March'2016. On the other hand, before the Palna initiative, the number of donors per day used to be 10-15 persons which increased to 20-30 donors per day. Therefore, this provided a clear comparative data for the impact that could be created by the FM radio channels.

In case of Ambulance First, the commuters showed a great zeal in supporting and following the left lane in case of an ambulance moving behind them. The traffic police also supported the RJs of Fever 104 FM in proving the correct guidelines and traffic rules to be followed by the commuters. And the success of the "Green Corridor" plan which saved the life of a person in Fortis Hospital, Vasant Vihar. In fact, after this campaign the ruling by 'The Supreme Court of India' to put heavy fine on the offenders who did not give way to the ambulance in case of emergency, provided full confidence in FM radio channels playing the excellent role as a media towards a social change.

Findings and Discussions: All FM radio channels were dealing with social message. Radio channels generated awareness and used social initiatives under CSR campaign. Along with the audience they also engaged film personalities, celebrities, government officials, public and private organizations. The Rjs were treated not just as celebrities instead treated as friends to the society, whom the listeners could reach immediately for any cause or issues which touched upon their lives. People believed in Rjs and they considered them as mentors and guides. At some level they also sought guidance from them on-air about their personal lives. Radio also crossed the boundation of not knowing the face of the RJs like earlier times. The audience very well connected and knew the RJs by face not just by their voice. This all became possible due to the convergence of various media by the FM radio channels of today's time.

The FM radio channel defined its role as a service channel for the welfare of the society which provides information, education and entertainment in a complete package. The channels call itself as the "Station of the Nation". According to all the three selected FM radio channels, the radio jockeys who took social messages in their programs became more credible and popular. The radio has the same role as of social media now-a-days which directly connects with its audience and forms opinions on contemporary issues. The findings also showed that audience actively participated in the campaigns and provided instant feedback through their comments for the same.

The involvement of social media has gradually increased over the period of time, if the radio channel

is doing any social campaign it has to be promoted through the digital platform as well. It increases and broadens the reach of the channels. Some of the audiences are connected only through the channel's digital platforms and does not listen to radio at all. People from other countries have also shared their comments in the Facebook pages, twitter or other social media regarding the social initiatives run by the FM radio channels. All three FM radio channels were dealing with social messages in one way or the other.

Conclusion: It is concluded that most of the private FM channels were indulged in campaigns related to social awareness and that proved to be a healthy and positive sign in media industry to motivate and encourage a positive social change. These campaigns were also felicitated by public and private organizations. And also got support from eminent personalities and celebrities.

The FM Channels conceptualized the social awareness campaigns frequently to promote their

channels and gain popularity. They had also incorporated social media such as Facebook, twitter and Youtube which increased the outreach towards the masses. The campaigns also included short films as a tool to influence the audience to become the agents of positive change.

The conscious efforts of the FM radio channels today towards edutainment and showcasing their socially responsible character that is aimed to build their brand image among the contemporaries' leads us to the agents of the social change.

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