**The Archers: Institution**

**Context**

The Archers is broadcast on \_\_\_\_\_\_\_\_\_\_\_\_\_\_. It was first broadcast in \_\_\_\_\_\_\_\_\_\_\_. It started as a way of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with farmers. There are \_\_\_\_\_\_ episodes a week. They are about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ long. On \_\_\_\_\_\_\_\_\_\_ there is an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ edition. The show is set in the village of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, in the fictional county of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This is in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Around \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ people listen to the show weekly. The genre is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and it is the world’s longest running radio soap. The Archers is known for adding \_\_\_\_\_\_\_\_\_\_\_ events into their shows, for example the 9/11 bombings and the death of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Its tagline is “Contemporary drama in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ setting”.

*Rural 1951 soap opera Borsetshire real-life*

*Radio 4 Ambridge 5 million Midlands 13 mins*

*Sunday Omnibus Princess Margaret Communicating 6*

**Funding**

Radio falls into 2 categories: Public Service Broadcasting and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. PSB is funded by money from the public and from the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Commercial stations earn money their money through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. BBC radio, which is a PBS, has a remit to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The Archers fits in to this remit as it was initially intended to \_\_\_\_\_\_\_\_\_\_\_\_\_\_ farmers and now it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ audiences from all walks of life. It also prides itself on the quality of its detailed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*Research Educate Advertising Government Inform*

*Commercial stations Educate Entertain Entertains*

**Production**

The production team for The Archers meet \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to plan the storylines for the next months or even \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. There are then monthly script meetings where 4 writers produce a weeks’ worth of \_\_\_\_\_\_\_\_\_\_\_ each. The shows are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ every 4 weeks. Actors are employed for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, during which they record \_\_\_\_\_\_\_\_\_\_\_\_\_ episodes. Each episode only gets \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of studio time to record. Episodes are then \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3 – 6 weeks later.

*Broadcast 6 Days Years Biannually 2 hours*

*24 scripts recorded*

**Regulation**

Radio broadcasting is regulated by \_\_\_\_\_\_\_\_\_\_ (the Office of Communication). If their standards are breached they can \_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the show.

*Fine Suspend Ofcom*

**Convergence & Technology**

In order to keep up with the different ways audiences like to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ their media, The Archers uses different technologies. Aside from the regular radio slot, episodes are repeated on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Listeners can download the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or listen on demand through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. They can also visit the Archers page on the BBC \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The BBC also uses social media, such as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to promote and develop the show. All of these different \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are important to make the show as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as possible.

*Platforms BBCRadio 4 Extra website Accessible BBC iplayer*

*Podcasts twitter consume facebook*

**Brand Identity**

The Archers is the most listened to BBC programme \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. In business, Market \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and brand \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are important and The Archers succeeds in promoting this. It is important to keep the show fresh for new and old listeners, so the show often introduces new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or explores controversial and challenging \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*Characters identity Online Share Story lines*