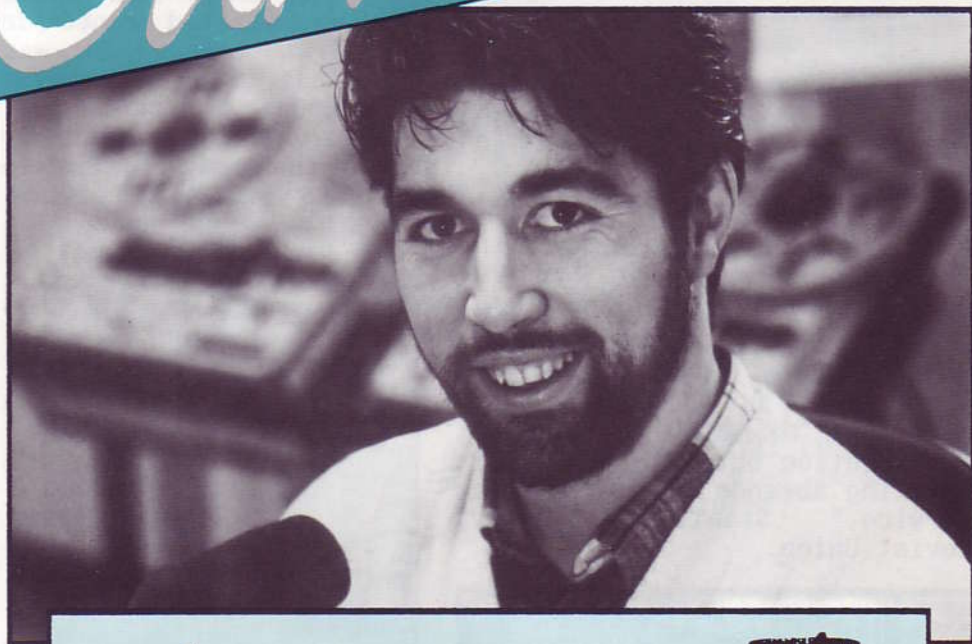


AWR

Current



Tailored to Fit

AWR's Italian DX Programme

After two years of activity, it is difficult to imagine the idea of giving up. It's easy, however, after all this time, to look back, contemplating the work done, and to sketch a balance sheet of that work.

Every Sunday, for the past

two years, the Italian programme has begun with music which reminds us of a publicity spot, but instead it's the theme music of "Un giorno felice" (Oh, Happy Day). In the programme there are topics to discuss: we try to keep

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listeners informed as much as possible on everything concerning Adventist World Radio--Magazine review, agency news, weekly schedule, items of curiosity, moments of reflection--all these things make the frame for the programme. At the top (the first half of the programme) is "Casella Postale" (Mailbox) where we try to have a relationship with the people who write in, reading their letters and most important, giving time to everyone, especially those writing for the first time.

Everything is edited and produced by Stefano Losio with help from his wife, Lidia, for "Casella Postale".



Lidia's voice is heard every week in "Casella Postale"

Recently a contest was organized, and a lot of Italian listeners participated.

For two years now the telephone lines have contributed to the creation of one of

the most appreciated programmes in the Italian language. Thanks to the phone we have been able to connect and insert into the programme format many Italian towns. Every listener has the possibility of talking about himself and his experiences in radio or give some DX tips. Italy is full of small DX clubs and as many DX newsletters, each being able to say or suggest something different from the other.

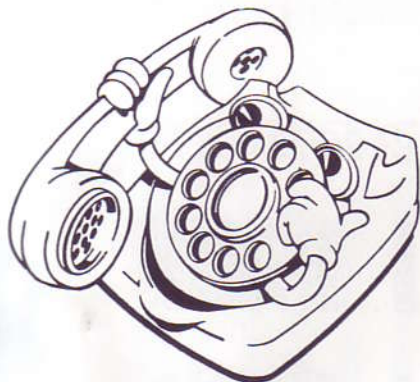
Our goal was to put all these people together to work for one project. We are on the right track to realizing that goal. It has been helpful because we have found a fertile ground with proof in the response of friendship and sympathy.

The people who have cooperated with us have worked as good professionals. As one with a lot of experience in radio would do.

Fifteen minutes is available for DX information. It is not a small amount of time if you think of all the time needed in preparing each programme. The first thing done is to collect and find out from all newsletters or schedules published by radio stations, the programmes (frequency and time) and interesting DX tips that are best suited for the Italian listeners.

At the same time, two collaborators are contacted by phone, reviewing what they are going to say in the time available (normally 2-3 minutes each). Before writing down the format of the programme it is

very important to know which subject they will talk about.



This programme is a lot like radio news. Every news item should be short and interesting to avoid boring our audience. A big contribution to the success of this programme is the use of "jingles" (original recordings of announcements of international stations and the typical folk music--African, Arabic, etc) used when introducing a news item about that particular country.

There are no international broadcasters which have a DX programme in Italian, from where we could inspire ourselves or "steal" ideas. Radio Nederland, Radio Sweden, and Radio Austria, only to mention three, produce regular DX programmes in English, French and German. We all know the "cut" of these DX programmes. Few have tried to produce a DX programme "tailored to fit" the Italian radio listener. Adventist World Radio is doing it! And in our DX programme we are

attempting to reach the levels of other broadcasters and their DX programmes.

We are happy with the large participation from the Italian listeners. Our dream with the Italian DX programme is to involve more Italian radio listeners living in Europe or foreigners who can speak Italian. With that kind of participation, we can truly have a DX programme "tailored to fit".



*Stefano Losio, producer
of "Un Giorno Felice"*

!!! ATTENZIONE !!!

Se volete é disponibile il testo in italiano dell'articolo di copertina ("Tailored to Fit").

Per richiederlo usate il tagliando "Free Offers" a pagina 3.

schedule

FEBRUARY - MARCH 1989

(Effective January 29, 1989)

TIME (UTC)	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TARGET	FREQ	I/P*
0630-0700	RUSSIAN	RUSSIAN	eEU	9605	P
0700-0730	SERBIAN	RUSSIAN	eEU	9605	P
0700-0730	RUSSIAN	UKRAINIAN	UKRAINIAN	UKRAINIAN	RUSSIAN	RUSSIAN	RUSSIAN	eEU	7257	I
0700-0800	POLISH	eEU	9670	P
0730-0800	ENGLISH	ENGLISH	ENGLISH	ENGLISH	ENGLISH	ENGLISH	ENGLISH	nWEU	7257	I
0730-0745	SLOVENIAN	eEU	9605	P
0745-0800	MACEDONIAN	eEU	9605	P
0800-0830	CROATIAN	eEU	9605	P
0800-0830	SWEDISH	SWEDISH	SWEDISH	SWEDISH	SWEDISH	FINNISH	FINNISH	NEU	7257	I
0800-0900	GERMAN	eEU	9605	P
0830-0900	RUMANIAN	RUMANIAN	SPANISH	SPANISH	SPANISH	SPANISH	SPANISH	eEU/sWEU	7257	I
0830-0900	RUMANIAN	eEU	9605	P
0830-0900	UKRAINIAN	eEU	9605	P
0900-0930	ENGLISH	nWEU	9670	P
0900-1000	GERMAN	GERMAN	GERMAN	GERMAN	GERMAN	GERMAN	GERMAN	eEU	9605	P
0930-1000	ARABIC	nAF	9605	P
1000-1030	BULGARIAN	eEU	9605	P
1000-1030	RUSSIAN	UKRAINIAN	UKRAINIAN	UKRAINIAN	RUSSIAN	RUSSIAN	RUSSIAN	eEU	7257	I
1030-1100	BULGARIAN	SLOVENIAN	MACEDONIAN	ALB/GREEK	HUNGARIAN	CROATIAN	SERBIAN	eEU	7257	I
1100-1200	FRENCH	FRENCH	FRENCH	FRENCH	FRENCH	FRENCH	FRENCH	nWEU	7257	I
1200-1300	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	eEU	7257	I
1300-1400	GERMAN	GERMAN	GERMAN	GERMAN	GERMAN	GERMAN	GERMAN	eEU	7257	I
1400-1430	BULGARIAN	SLOVENIAN	MACEDONIAN	ALB/GREEK	HUNGARIAN	CROATIAN	SERBIAN	eEU	7257	I
1430-1500	ENGLISH	ENGLISH	ENGLISH	ENGLISH	ENGLISH	ENGLISH	ENGLISH	nWEU	7257	I
1500-1600	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	eEU	7257	I

I/P* P= Broadcasts from Portugal, I=Broadcasts from Italy

Alternate frequencies are 7230 and 7125 kHz