## Conference Programme

**Wednesday, 14 September**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>9h00 – 10h00</td>
<td>Participants’ reception</td>
<td>Education Institute</td>
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<tr>
<td>10h00 – 11h00</td>
<td>Opening ceremony:</td>
<td>Multimedia Auditorium – Education Institute</td>
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<tr>
<td>11h00 – 12h30</td>
<td>Plenary Session: Radio Evolution, Radio Revolution</td>
<td>Multimedia Auditorium – Education Institute</td>
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<td>12h30 – 14h00</td>
<td>Lunch</td>
<td>Education Institute Hall</td>
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<tr>
<td>14h00 – 14h30</td>
<td>Keynote Speaker: Technological evolution challenge</td>
<td>Multimedia Auditorium – Education Institute</td>
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<td>14h30 – 16h00</td>
<td>Parallel sessions</td>
<td>Slot 1</td>
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<td>16h00 – 16h30</td>
<td>Coffee break</td>
<td>Education Institute Hall</td>
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<td>16h30 – 18h00</td>
<td>Parallel sessions</td>
<td>Slot 2</td>
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<td>18h00 – 18h30</td>
<td>‘Rustic’ Cocktail</td>
<td>Education Institute Hall</td>
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<td>18h30 – 19h30</td>
<td>ECREA Young Scholars Meeting</td>
<td>Room 16 Education Institute</td>
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**Opening ceremony:**
- **José Mendes** – Vice-Rector of the University of Minho
- **Miguel Bandeira** – President of the Social Sciences Institute
- **Manuel Pinto** – Director of the Communication and Society Research Centre
- **Guy Starkey** – ECREA Radio Research Section Chair
- **João Aguiar Campos** – President of Radio Renascença Administration Board

**Plenary Session: Radio Evolution, Radio Revolution**
Chair: **Guy Starkey** – ECREA Radio Research Section Chair

**Keynote Speaker: Technological evolution challenge**
**Tomasz Goban-Klas** – Jagiellooski University (Poland)

**Parallel sessions**
*Slot 1*
- (see detailed programme in the following pages)

**Parallel sessions**
*Slot 2*
- (see detailed programme in the following pages)

**‘Rustic’ Cocktail**
(Portuguese wine, ‘rustic’ corn bread and smoked pork sausage)
### Thursday, 15 September

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 9h00 – 10h30 | **Parallel sessions | **Slot 3**  
(see detailed programme in the following pages) |
| 10h30 – 11h00 | **Coffee break**                                                                 |
| 11h00 – 12h30 | **Parallel sessions | **Slot 4**  
(see detailed programme in the following pages) |
| 12h30 – 13h00 | **Keynote Speaker: Traditional radio narratives transfiguration**  
*Armand Balsebre – Universidad Autònoma de Barcelona (Spain)* |
| 13h00 – 14h30 | **Lunch**                                                                 |
| 14h30 – 16h00 | **Round Table with Practitioners 1**  
*Radio after hertzian space: formats and content*  
Chair: *Elsa Costa e Silva*  
António Mendes – RFM Director  
Álvaro Costa – Antena 3  
Sofia Saldanha – radio practitioner, USA Artist Award 2010 |
| 16h00 – 16h30 | **Coffee break**                                                                 |
| 16h30 – 18h00 | **Round Table with Practitioners 2**  
*Future of the industry and technological challenge*  
Chair: *Luís Miguel Loureiro*  
Paulo Querido – journalist, independent contents producer  
Celso Martinho – SAPO, Director for the Product Technology  
José Luis Ramos Pinheiro – RR manager |
| 20h00       | **Official Dinner**  
(live fado performance) |
Parallel sessions | **Slot 5**  
(see detailed programme in the following pages)

**Coffee break**

Parallel sessions | **Slot 6**  
(see detailed programme in the following pages)

**Keynote Speaker: Radio audiences in perspective**  
*Marko Ala-Fossi – Tampere University (Finland)*

**Closing Ceremony**

*Guy Starkey – ECREA Radio Research Section Chair*  
*Angeliki Gazi – ECREA Radio Research Section Co-Chair*  
*Stanislaw Jedrzejewski – ECREA Radio Research Section Co-Chair and Coordinator of the Local Organizing Committee*

**Lunch**

**Tour Guimarães European Capital of Culture in 2012**  
(Bus Braga-Guimarães / Guimarães Braga; Penha Teleferic (Panoramic view over the town); Visit to the Castle and the 'Paço dos Duques'; Visit to historic centre.
### Parallel Sessions

**CONFERENCE PROGRAMME**

((( Slot 1 | 14 September | 14h30 – 16h00 )))

| **Audiences: New Methods of Radio Audience Research | room 16** |
|---------------------------------------------------|
| **Chair:** Stanislaw Jedrzejewski |
| **Lawrie Hallett** – University of Westminster (UK) |
| *Measuring Community Radio Audiences* |
| **Peter Lewis** – Metropolitan University (UK) |
| *Do they know what’s happening? Broadcasters’ attempts to reach young listeners* |
| **Helen Wolfenden** – University of Salford (UK) |
| *‘I know exactly who they are’: getting inside radio presenters’ conceptions of audience* |
| **Philomeen Lelieveldt** – Utrecht University (Netherlands) |
| *Listeners’ lobby groups, feedback on public service classical music radio, 2003-2010* |
| **Tony Stoller; Emma Wray; Hug Chignell; Sean Street** – Bournemouth University (UK) |
| *The introduction of music research into UK commercial radio* |

| **Radio and Identity (1) | room 17** |
|------------------------|
| **Chair:** Frédéric Antoine |
| **Agnete Suhr** – University of Copenhagen (Denmark) |
| *Internet radio as a means to construct communities* |
| **Eduardo Vicente; Júlia Silva** – S. Paulo University (Brazil) |
| *Free, Pirate and Community Radios – the identitary representation on alternative radio broadcast in S. Paulo/Brazil* |
| **Mariana Lameiras de Sousa; Helena Sousa** – University of Minho (Portugal) |
| *Radio and Portuguese Identity consolidation: critical assessment on ERC’s initiatives* |
| **Mojca Plansak** – Independent Media Researcher (Slovenia) |
| *Rethinking Community Radio in Slovenia, the case of Radio Cona* |
| **Valquiria Guimarães** – New University of Lisbon (Portugal) |
| *Radio, Citizenship and social identity* |

| **Technology: Radio: the challenges of Web 2.0 and Social Networks (1) | room 18** |
|---------------------------------------------------------------|
| **Chair:** Pedro Portela |
| **Carmen Peñafiel** – University of Basque Country (Spain) |
| *The online versions of public broadcasters in Spain: between interactivity and creativity* |
| **Luis Bonixe** – Institute of Portalegre (Portugal) |
| *Sharing and retweeting sounds – the relation between radio journalism and social networks* |
| **Nelson Ribeiro** – Portuguese Catholic University (Portugal) |
| *A historical perspective on the importance of listener feedback: from letters to the station to posts on Facebook* |
| **Tiziano Bonini** – IULM University (Italy) |
| *Doing radio in the age of Facebook* |
Narratives: New Radio Genres and the Creative Power of the Sound (1) | room 16
Chair: Madalena Oliveira

Cao Lu; Meng Wei – Communication University of China (China)
Changes in Pattern of contemporary China’s radio programs – helping each other in Beijing: a case study

Charles Dargent – Professional (France)
The French highway radio: a model for tomorrow’s service service radio?

Elisa Marconi – University Cásper Líbero (Brazil)
BAND FM OF JOURNALISM OF S. PAULO – Emergence and consolidation of a new segment and a new audience

Inês David – New University of Lisbon (Portugal)
Radio-graphing an ‘expatriate’ space

Radio and Identity: case studies (2) | room 17
Chair: Antônio Adami

Brilliant Mhlanga – University of Westminster (UK)

Miren Gutierrez Paz – University of Basque Country (Spain)
The Basque radio in Spanish and French Radio Broadcasting Systems

Angeliki Gazi; Yiannis Christidis – Cyprus University of Technology (Cyprus)
Radio Meanings and Social and Acoustic Identity – The Turkish invasion of Cyprus

Carmen Peñafiel – University of Basque Country (Spain)
Regional radios in Spain: a consolidated model of identity

Urszula Doliwa – University of Warmia and Mazury (Polan)
Prison radio in Poland as a medium creating prisoners’ identity

Technology: Radio: the challenges of Web 2.0 and Social Networks (2) | room 18
Chair: Guy Starkey

Dominique Norbier – University of Nice Sophia Antipolis (France)
When crowdsourcing meets social networks: a return to the future?

Maria Teresa Piñeiro Otero – University of Aveiro/University of Coruña (Portugal/Spain)
Radio 2.0 in Higher Education Communities

Nair Prata – Federal University of Ouro Preto (Brazil)
The presence of Luso-Brazilian radio in social network

Lawrie Hallett – University of Westminster (UK)
How ‘new technologies’ impact community radio
Slot 3 | 15 September | 09h00 – 10h30

**Audiences: Radio Glocalization and New Patterns of Social Participation (1)** | room 16

Chair: Angeliki Gazi

- **Grażyna Stachyra** – Marie Curie-Sklowoska University of Lublin (Poland)
  *The Radio Afterlife*

- **Nair Silva** – Fernando Pessoa University (Portugal)
  *Radio and the Web: BBC radio as a new model of radio communication*

- **Sergi Solà Saña** – Vic University (Spain)
  *Operation and social participation in a radio local model*

- **Luciano Victor Maluly** – S. Paulo University (Brazil)
  *University Radios in Brazil and in Portugal – integration between interactive proposals of Rádio Universitária do Minho and Rádio Universidade de S. Paulo*

- **Fábio Fonseca Ribeiro** – University of Minho (Portugal)
  *Tuning with the listeners: portrait of citizens participation in the public opinion shows Antena Aberta and Fórum TSF*

**Radio and Identity (3)** | room 17

Chair: Carla Longhi

- **Anne Maclellan** – York University (Canada)
  *The Contested Space of Linguistic Minorities and Majorities on Canadian Radio*

- **Verena Molinor** – University of Bielefeld (Germany)
  *German as a minority language? German-Speaking Radio in Silesia (Poland)*

- **Judith Purkarthofer; Petra Pfisterer** – University of Vienna (Austria)
  *Multilingual radio producers*

- **Irati Agirreazkuenaga** – University of Glasgow (UK)
  *Basque and Gaël speaking radio journalists: background and work patterns*

- **Antônio Adami** – Paulista University (Brazil)
  *The Brazilian culture through the radio waves*

**Technology: Radio: the challenges of Web 2.0 and Social Networks (3)** | room 18

Chair: Susana Herrera

- **Richard Berry** – University of Sunderland (UK)
  *Radio: now with pictures; visualizing BBC Radio content*

- **Yohnes Widodo; Donatus Danarka Sasangka** – ATMA HAYA Yogyakarta University (Indonesia)
  *Radio for diasporas: enhancing deliberativeness through online radio*

- **Susana Herrera Damas; José Luis Requejo Aléman** – University Carlos III Madrid (Spain)
  *A decalogue of good practice for radio station use of Facebook*

- **Bélen Monclús; Josep Maria Martí; Maria Gutiérrez; Xavi Ribes; Luisa Martínez** – Autonomous University of Barcelona (Spain)
  *Synergies between conventional antena music radio and online radio: how to appeal the youth audience. The Spanish and catalan’s case*

- **Pierre Bélanger** – University of Ottawa (Canada)
  *Listening to what people who don’t listen to broadcast radio listen to*
### Narratives: New Radio Genres and the Creative Power of the Sound (2) | room 16

**Chair:** Jean-Jacques Cheval

- **Alejandro López** – Autonomous University of Barcelona (Spain)
  *Radio Today: the risks of the past and an uncertain future*

- **Golo Föllmer** – University of Halle-Wittenberg (Germany)
  *Broadcast sound design. An analytic approach*

- **Jo Tyler** – Bournemouth University (UK)
  *Radio spaces: new dimensions of sound in radio production*

- **Tiziana Cavallo** – University of Milan (Italy)
  *Romeo in love: a community format in a community radio*

### Audiences: Radio Glocalization and New Patterns of Social Participation (2) | room 17

**Chair:** Peter Lewis

- **João Paulo Meneses** – ISLA Gaia (Portugal)
  *iPOD Generation and Radio: from Bertold Brecht to new active users*

- **Júlia Silva** – Santo Amaro University (Brazil)
  *The radio shows with audience participation and the debate on listening at contemporaneity*

- **Elsa Costa e Silva; Madalena Oliveira** – University of Minho (Portugal)
  *The public space within the interception of blogo- and radio-sphere*

- **Pascal Ricaud** – François Rabelais de Tours University (France)
  *The online community radios, new spaces of expression and social mobilization*

- **Deborah Wilson** – University of Lincoln (UK)
  *Community radio in the UK: ‘radiocracy’ in action?*

### Technology: Towards Industry Imperatives and Multimedia Contexts (1) | room 18

**Chair:** Paula Cordeiro

- **Isabel Reis; Hélder Bastos; Helena Lima; Nuno Moutinho** – University of Oporto (Portugal)
  *Radio journalists and the Internet: a study on perceptions*

- **Alexandros Baltzis; Christos Barboutis** – University of Athens (Greece)
  *Casting doubt on web media. Can Internet radio make a difference in the Greek case?*

- **Avelino Amoedo; Maria del Pilar Martinez-Costa; Elsa Moreno** – University of Navarra (Spain)
  *The development of the news-information production model at general-interest radio stations in Spain*
| Slot 5 | 16 September | 09h00 – 10h30 |

**Audiences: Radio Glocalization and New Patterns of Social Participation (2) | room 16**  
**Chair:** Grazyna Stachyra

**Fardin Alikhah** – Guiland University (Iran)  
*Decline in radio audience*

**Susana Gimenez; Esteve Crespo Haro; Maria Blanca Perona** – Autonomous University of Barcelona (Spain)  
*Breaking radio boundaries: a new environment for government advertising aimed at young people*

**Aurora García González** – Vigo University (Spain)  
*Music as mass consumption in the web radio: towards a model change*

**Özgül Birsen** – Anadolu University (Turkey)  
*Why do youth choose to listen to radio*

**Grecia Rodriguez; Leonardo de Albuquerque** – University of Minho (Portugal)  
*Children, radio and new technologies*

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**Narratives: New Radio Genres and the Creative Power of the Sound (3) | room 17**  
**Chair:** Ana Melo

**Ana Enrique Jiménez; Maria Luz Barbeito; Anna Fajula** – Autonomous University of Barcelona (Spain)  
*Creativity: reconstruction core of the advertising message in the digital sound-sphere*

**Emma Rodero Antón; Marina Vázquez; Olatz Larrea; Toni Sellas; Eva Comas** – Pompeu Fabra University (Spain)  
*Advertising characteristics and strategies in the prime time sports broadcasts: the final of the Spanish King’s Cup and two radio shows in play*

**Graziela Mello Vianna** – Federal University of Minas Gerais (Brazil)  
*The potential sense of sound elements of radio language: the suggestion of multisensorial images by advertising spots*

**Maria Muller, Maria del Pilar Martinez-Costa** – University of Navarra (Spain)  
*Description and analysis of advertising used in Argentinean radio prime time*

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**Technology: Towards Industry Imperatives and Multimedia Contexts (2) | room 18**  
**Chair:** Isabel Reis

**Carlos Eduardo Esch; Nélia del Bianco** – University of Brasilia (Brazil)  
*Digital radio in Brazil: analysis of an unfinished debate*

**Stephen Lax** – University of Leeds (UK)  
*Digital switchover strategies: will analogue ever close down?*

**Paula Cordeiro** – Instituto Superior de Ciências Sociais e Políticas (Portugal)  
*From Radio to R@dio: broadcasting in the 21st century*
Narratives: Non-Linear Discourse and New Language Practices  |  room 16
Chair: Emma Rodero

Andrew Dubber – Birmingham City University (UK)
*Mith, Metaphor, Transcendence and the Evolution of Radio*

Titti Forsslund – Linnaeus University (Sweden)
*Radio – the forgotten medium for users’ creative mental interaction and co-production*

Lance Dann – Bath Spa University (UK)
*The Flickerman: re-creating radio drama as augmented narrative*

Teresa Alves – New University of Lisbon (Portugal)
*Formal you or informal you? ‘Tu’ or ‘Você?’ The evolution of treatment in radio broadcasting in Portugal in the past decade*

Carla Reis Longhi – Paulista University (Brazil)
*Democratic barricades: the presence of radio in the resistance to the 1964 military coup.*

Panel: ‘Radio branding and radio of brands’  |  room 17
Chair: Paula Cordeiro

António Mendes – Technical University of Lisbon (Portugal)
‘Branding of radio through social networks’

Luis Loureiro – Technical University of Lisbon (Portugal)
‘The content relevance over branding’

Raquel Póvoas – Technical University of Lisbon (Portugal)
‘No more adds, please!’

Maria Inês Fonseca – Technical University of Lisbon (Portugal)
‘People love brands: brand loyalty and radio’

Technology: Towards Industry Imperatives and Multimedia Contexts (3)  |  room 18
Chair: Elsa Costa e Silva

Guy Starkey – University of Sunderland (UK)
*Live and local no more? Listening communities and globalizing trends in the ownership and production of local radio*

Ilona Biernacka-Ligieza – University of Opole (Poland)
*Local broadcasters in the Norwegian media house – the structure, quality, relationship?*

Maria Holubowicz – Stendhal University (France)
*The ways of participation. The volunteers in the community radio stations from Grenoble (France)*

Ariane Demonget – Bourdeaux III University (France)
*The European issue by RFI, the BBC World Service and Deutsche Welle Radio: Influences of Political Economy*

Ignacio Gallego Pérez; Manuel Fernández Sande – Carlos III University of Madrid (Spain)
*Pan-European Radio. Euranet as case study*