



Oliveira, M.; Portela, P. & Santos, L.A. (eds.) (2012)
Radio Evolution: Conference Proceedings
September, 14-16, 2011, Braga, University of Minho: Communication and Society Research Centre
ISBN 978-989-97244-9-5

University radio stations in Brazil and Portugal – The integration between interactive proposals of Rádio Universitária do Minho and Rádio Universidade de São Paulo

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Abstract:

This paper emphasizes the actions of University of São Paulo Radio (Brazil) and Radio University of Minho in Braga (Portugal) for the development of the communication teaching, especially radio journalism. The methodology of this research was constructed from a theoretical framework regarding the formation of radio journalist, with subsequent analysis of data (documents, recordings and interviews) collected during technical visits made to the radio stations. The objective of this research is to present projects that could integrate the social communication courses and the university radios, with the challenge of expanding the opportunities for learning, allowing interactivity among students, teachers and other professionals.

Keywords: Internet; radio journalism; Rádio Universitária do Minho; Rádio USP

Introduction

The USP Radio 93.7 FM was born on October 11, 1977 and it is the educational radio station of the University of São Paulo. The station is located on the Butantã campus and it is considered one of the main channels of communication of USP, in conjunction with the Web Portal of the institution. The station has gained importance with the creation of USP Radio Network on 1 September 2002, which in the first year of operation was awarded by the São Paulo Association of Art Critics (APCA) as featured in Radio Category. The USP Radio Network also includes the stations of the cities of São Carlos and Ribeirão Preto, with the possibility of expanding to other campi of the university, as Piracicaba and Bauru, among others.

In 2000, Radio USP has also received the APCA award for best music programming, with emphasis on the best programming of general culture and best variety show. In addition, the station received the Jabuti Award, by the Brazilian Book Chamber, and the Third International Contest of Radio Programs sponsored by the Cuban Radio, that was won by the *Clip Atualidades* program.

The versatile programming is the highlight of the station, which includes radio news programs, such as *USP Notícias* First Edition and *USP Notícias* Second Edition, in addition to news bulletins produced by the station's news team and also by the USP News Agency. The talk shows are also part of programming. Among them are the *AudioPapo*, with the journalist Fabio Rubira, *Livraria Sonora*, with the radialist Marcello Bittencourt, as well as

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programs to provide services, like *É o bicho*, with the journalist and coordinator of programming, Silvana Pires. It also worth mentioning the specialized programs as *Sobre rodas* (motoring), *Cinema Falado*, *Via Sampa* (culture), *Sala de leitura* (literature), *Clip Informática* (computers), *Saúde Feminina* (women's Health) and *Esporte Acontece* (sports).

The musical diversity is the main secret of the Radio USP success, which transmits several musical genres, despite the preference for Brazilian music. There are specific spaces for Samba (*O Samba pede passagem*), Dancing (Nonstop Music) Rock'n Roll (Johnny B. Rock), Pop Rock (*O Pop Rock levado a sério*), New Age, Word Music and electronics (*Alquimia*), Jazz (Jazz Caravan), Brazilian Music (*Olhar Brasileiro* and *Empório Musical*), Regional Music (*O sul em cima*), among others.

The program of author is another genre that integrates the programming, including the *Radio Show History*, of the broadcaster Cyro Cesar; *Assobio49*, of the professor Pedro Paulo Salles and the girl Julia Stange; *Grandes Mulheres*, of the announcer and actress Annette Moreira; and *Radio Matraca*, of the journalists Laerte Sarrumor and Ayrton Mugnaini Jr., and the broadcaster Alcione Sanna. Moreover, radio has the participation of collaborators that produce programs of opinion and services, including the advertiser Angelo Franzão (*Mundo da Comunicação*), the professor Maria Ligia Guidin (*Que tal o seu português?*) and the doctor John Paul Becker Lotufo (*Saúde Global*).

The most listened programs of the radio station are *O Samba pede Passagem* produced and presented by Moisés da Rocha, a researcher dedicated to the preservation of african-Brazilian cultural roots, and *Rádio Matraca*. While *O Samba pede passagem* was the first program of its genre broadcasted in FM in the city of São Paulo, while the *Rádio Matraca* has humor, music and information. The both productions are broadcasted over 25 years, which is a rarity even in commercial stations.

The station provides the programs files through the website www.radio.usp.br. In the site the listeners can still hear the live programming, knowing the history of the station, access data about the programming and producers, besides the possibility of to read the main news of the day. This fact demonstrates the Radio USP pioneering on several fronts (it was the first radio station in the Southeast to give voice to indigenous communities in the program *Programa de índio*).

Already the University Radio of Minho (RUM) was founded on July 15, 1989, by the Academic Association of the University of Minho. The RUM also has the support of Uminho, beyond advertising. The radio station is inserted into the "general" segment and, therefore, has a diversified program, with space for a variety of content, especially the alternative content. The RUM has a differentiated project, with several activities integrated with education and culture. Among the innovations, the radio has a television studio and a newspaper.

Its music programming is the main offer of the radio, especially Top RUM - the most listened program. The music is the favorite topic of the programs of author, as *A descoberta do som* (José Moças) and *Domínio dos Deuses* (Pedro Portela). The same happen with the special coverage, such as the coverage of summer music festivals, among them the prestigious Paredes de Coura Festival.

Journalism is essential in RUM, which broadcasts news bulletins every hour. Programs of interviews, such as *Campus Verbal*, and debates like *Praça do Município*, are part of the programming grid, as well as radio news (*UM em antena*) and special coverage (*Serralves em Festa*, a series of activities in the city of Porto).

The *UM em antena* program is broadcasted on tuesdays and discusses questions about the University of Minho. The journalists cover university events, such as the Job Fair, hence the stories are inserted in the radio news programs. During the academic year, news about the University are also periodically transmitted in bulletins.

The station seeks to attend its several areas of interest and, therefore, broadcasts specialized programs in economics (*Rumo Económico*), environment (*ECO RUM*), health (*Um Minuto de Saúde*), social inclusion (ECOS), education (Erasmus Voice) culture (*Livros com RUM* and *Leitura em Dia*), sports (*Táticas*), among other topics.

The radio still provides schedules to opinion, with the participation of actors, politicians and educators, as the actor António Durães, or the politician João Delgado and the professor José Precioso, among other authorities, like the president of AAUM, the university student Luís Rodrigues.

The RUM broadcasts eventually productions with varied content, such as radio soap operas, including *Lá se vai o chafariz*, produced by the Centro Cultural Vila Flor, from Guimarães city, and also multicultural programs, like *Rendez Vous*, and in-flight radio chronic (*Dar a volta e Bem vindos ao Cairo*).

The University Radio of Minho's website (<http://www.rum.pt/>) presents details of the station, such as programming, history and cultural activities, and provides online streaming 24 hours a day. Through the website interested people can access the contents of the RUM, of the AAUMTV, of the *Jornal Académico* (newspaper), beyond the texts of the news. The online programming is varied and contemplates music, news, culture and news of the academy.

It worth mentioning the cultural activities developed by RUM and Uminho beyond the coverage areas, as the regions of Minho and Douro. They are available on the webpage [cultura@rum](http://cultura.rum.pt/) (<http://cultura.rum.pt/>). There are also photo galleries of events covered and arranged by the station that relies on the contribution of partners.

The radio uses the social media, particularly Facebook (<http://www.facebook.com/radiorum>), which is updated by its staff, usually by the communicator that is live on air. Twitter, Hi5, Last FM, MySpace, *Cotonete*, *Sapo Vídeos*, YouTube, blogs of producers, newsletter, opinion section, e-mail and telephone are other channels of communication. Some programs are available in podcast and they can be accessed by Internet users.

The direct relationship with the University of Minho and the University of São Paulo has allowed the radio stations to develop integrated projects for teaching communication, particularly journalism. Therefore, this paper presents the educational and cultural activities promoted by RUM and USP Radio, including the proposals resulting from interactive technology and the actions of communicators. The methodology of this research is based on data analysis (documents, recordings and interviews) collected at the stations during technical visits made between 2010 and 2011.

University Radios and the teaching of Communication

In 2008, the Department of Journalism and Publishing began a partnership with Radio USP that has changed the methodology of radio journalism teaching. The project proposal *University 93,7* was simple, broadcasting of programs with 30 minutes, usually in three formats (interviews, specialized and audio biographies), exploring issues of public interest such as health, education, safety, habitation and sports.

Before the project, the productions of the students were only placed on the website www.eca.us.br/radiojournalism and some of these productions were used just as exercises in the classroom. The fact of the productions to be broadcasted by USP Radio caused a transformation in practical activities in class. Some criteria were established for the delivery of productions, such as agenda planning and production, beyond the deadlines defined by the station.

The methodology of the discipline also required a change in the behavior of the teacher, who began studying other concepts to avoid standardization of programs and repetition of established models. The motivation of the students was the largest gain, with debates and charges on the responsibility of each one towards the group, the discipline and the USP Radio.

The students use formats already known for the production of programs, but with the possibility of trying out new trends. The interviews are often debates with specialists or round table discussions. Already in the specialized programs, specific coverage on each topic is performed. Finally, the audio biographies are compiled with information about the life and work of personalities of social importance in Brazil and worldwide. The formats can be diversified by students that sometimes also produce documentaries, radio magazines, among others. The editing process requires research of sound files, external matters, particularly reports, participation of interviewed,

and other resources such as music (including productions at the studio), radio effects (produced by students), reconstitutions (reading of literary works, radio theater, etc).

The programs aim to deepen specific topics that should be mentioned in the social world, in particular ordinary matters that are not exploited by radio stations. The productions are conducted by students of the discipline CJE 0532 - Projects in Radio, with the intention to apply the concepts and principles of radio journalism, as the definition of editorial policy, gender variation, diversity of agenda and production, collective work, among others. In addition, the project University 93.7 proposes the students' integration with USP FM Radio through the dissemination of special productions developed during the course.

The program is open to broadcast news reports and radio news productions made by students of the discipline CJE 0603 - Radio Journalism, as well as Completion of Course Work (CCW) defended in the course of journalism. Independent productions made by students of the CJE are also broadcasted, after evaluation.

Moreover, production of other students of journalism have been broadcasted, such as the Holiday Special Bulletin (2009), a 15-minute program with stories, interviews and reviews, and, in addition, Completion of Course Work like "The song that you imagined - the life and work of Nara Leão", produced by Aline Takei; the story "Conversations with the sound of Table 8 - history and stories of the German Bar", by Ricardo Caliendo Marchesan; and the documentary "Radio journalism today and in the future voiced by professionals and teachers of the area", made by Clayton Denis Ubinha, among other productions.

USP Radio also broadcasts the series *Trilhas & Rolos*, an experimental production of radio developed by students of different classes of Undergraduate course of Audiovisual, at the Department of Cinema, Radio and TV (CTR) from ECA/USP, with coordination of the teacher Eduardo Vicente. The initiative began in 2007 with the production of eight programs that were broadcasted by the station. The idea was that each student could produce their own program from the general theme of music in cinema and TV, freely choosing the focus of their musical selection.

Hence, the *Trilhas & Rolos* is a very interesting example, not only about music in cinema and TV, but also on the diversity of interests of new generations of audiovisual producers that the course is helping to form. The current broadcasting was initiated in April 2011, on Saturdays, from 8 am to 9 am. In all, 23 programs produced in 2010 are running.

In addition to broadcasting, the station receives regular visits of students from ECA. The coordinator of this initiative is Silvana Pires, responsible for programming. The visitation tour is divided into two parts, with a presentation about the profile and history of the station and a guided walk through the plants of radio. To visit the station the students have to make an appointment by e-mail or by phone.

The files are available on the websites www.radio.usp.br and www.eca.usp.br/radiojornalismo that contain information about the programs' content. Thus, students can listen and disseminate the productions developed in the classroom.

In the case of University Radio of Minho, its main pedagogical activity, surprisingly, is a newspaper called *Jornal Académico*, which has a circulation of two thousand copies. The contents of the journal are also available online on www.academico.rum.pt. The newspaper is coordinated and edited by Daniel Silva, with the collaboration of students and journalists of RUM. A journalist meets with students of Uminho, organizes the agendas, reviews the stories, hence the newspaper is produced and published with about twenty pages. The themes are suggested by the editor and discussed with the students that also indicate other matters. The newspaper also has a virtual gallery where students can publish pictures taken by them.

The RUM still has got a television station called AAUMTV, which is broadcasted in an internal circuit of Uminho's campi and also on the internet (<http://www.aaum.pt/tv>). The TV is under improvement yet. The journalist Daniel Silva and the producer Paulo Ferreira are responsible for the coverage, generally on news about Uminho

and about the Academic Association of the University of Minho (AAUM). The collaboration of journalism students is a possibility that is being studied.

The activities developed by the RUM team (journalists, broadcasters, collaborators and guests) are interesting points of support for teaching, especially in radio techniques area. João Paulo Rebelo, the Technical and Program Director, is one of the people responsible for the projects. The Radio develops initiatives for interaction with the community, mainly with students of Uminho.

The project "School of Radio" offers professional courses for the development in writing for radio, voice techniques, audio editing, among others. The coordination is done by the team of production/programming in partnership with the journalism staff. The initiative integrates Uminho programs as the "Summer at the Campus" and offer, at times, workshops for people interested in radio. During the courses the professionals present the structure of the station and provide training for beginners. Some initiatives are reviewed and could join the program. The criteria are defined by the quality of voice and content produced by candidates. Moreover, it is an opportunity to discover talents that can also be invited to integrate the team.

The link with the National Agency for the implementation of Youth in Action Program was fundamental to the RUM developed the project "Laboratory of Journalism". The proposal of it is to offer a course (theoretical and practical) on topics of relevance to youth and promote the European Year for Combating Poverty and Social Exclusion, an issue discussed in 2010 with funding from the Program. The partnership also provided to the journalists Daniel Silva, Elsa Moura and Carlos Santos to represent the station outside Portugal, as in an event of the Program that took place in Latvia in 2010.

The "Live Democracy" project invites personalities of the country to discuss issues of democracy, related to university students. The activities are performed in the Campus of Uminho and elsewhere in the city of Braga, such as museums, pubs, etc.

The Erasmus Programme is the leading European Union (EU) student exchange programme. The RUM, in partnership with students and guests, organizes events with workshops and lectures. The radio also allows the production of the program "Erasmus Voice", which is recorded directly from Uminho's Campi and broadcasted in several times. The transmissions are currently the responsibility of the radio team.

Cultural activities are developed by RUM. The volunteers of "Juventude em acção" program and the Erasmus exchange students are encouraged to teach courses in their knowledge field. Within this proposal were already offered courses of photography, cinema, theater, dance, among others.

Representatives of Latvia, France, Belgium, Italy, Turkey, Brazil, Indonesia, among others, have visited the station. This visitation program is coordinated by radio broadcaster Sergio Xavier, who shows to visitors the proposal and the dynamics of RUM. To make an appointment it is necessary to contact the station via e-mail or by phone.

In addition to the RUM website (<http://www.rum.pt/>), which allows access to AAUMTV and to the Jornal Académico, Social media are available, especially Facebook. There is also a newsletter that is addressed to students of Uminho.

Conclusions

Some factors are crucial when it is established guidelines for the teaching of communication, especially in radio journalism. The first factor is to observe the interactivity as a dynamic well established, but that needs to incorporate and strengthen the existing tools, such as digital tools. The second factor is to establish a dynamic for the functioning of the technology as a creative instrument for the benefit of citizens and not as a weapon for social control.

The third factor is to define the radio journalism as an open and critical space that can be debated and, therefore, is able to analyze the everyday social life, without the static current attitude of being a disseminator of information.

Consequently, the last factor is to multiply the models of teaching and practices of radio journalism, with the integration between schools and radio stations. The researcher Pedro Portela indicates one of the solutions by revealing the importance of digital media, especially the Internet:

Radio today asks for a rigorous dynamic never before required because it demands the maintenance of an antenna logic, which expresses to its listeners through the traditional channel they always used - but that needs to be revised, according to many requests of alternatives that compete with it - and simultaneously seeks the renewal of its language and social function, as the individualization of communication and interactivity offered by the Internet provide new challenges that need answers.

This radio has to realize that the Internet has the potential to steal its listeners, hence it is better that the thief may be your own presence on the Web. If until now, the radio dynamic followed a design in which the listener was going to meet his radio station, now the process must to develop in the opposite direction, but including those who continue to prefer the passive model. (PORTELA, 2006, p. 147)

The vision of the portuguese researcher demonstrates a reverse path in the making radio process, with the reorganization of the communicative dynamics. So it is impractical to deny the existence of a new order ruled by technology, with actors working together through interactive experiences, including of production.

Already the advent of community radio stations changed the reality of many people in Brazil who have always been excluded from political and social discussion. The headquarters of the stations became centers of support for culture and education, with projects that integrate communication and citizenship, as explains the researcher Maria Cicilia Krohling Peruzzo, considered one of Brazil's experts in community communication:

Historically in Brazil community radio has been a channel for an impoverished popular expression that through social organizations develops works on information, informal education, cultural development and mobilization of people to improve their own conditions of existence. In the process of action, usually connected to broader social struggles in the respective places where the community radio station is located, it tends to contribute to social mobilization and local organizational work, with the objective to improve public services, develop educational work against violence, spread artistic products of the 'community members, besides to create opportunities for formal and non-formal education. There are concrete evidences in several experiments that by engaging in dynamic radio people develop themselves, learn how to speak in public, how to express their knowledge, skills and artistic creations, learn to understand better the game of internal and external interests that the media is subjected and became able recognize the reality that is around it, hence be interested to contribute to change. Among the many discovers, people improve their self-esteem and the hope tends to sprout and renew. Sometimes people, especially younger ones, become stimulated to study at nearby universities and find job skills ever imagined before. (PERUZZO, 2005, p.8)

The community radio stations provide a public service due to a new organizational model that multiplies the actions of its communicators. The tasks developed by them include from the production of programs to planning and execution of training and awareness activities, such as courses, debates, cultural events, and other creative processes.

The change in the current radio structure offers to many users as journalists, broadcasters, popular communicators, listeners, among others, the possibility to integrate the communicative process, which before was limited only to people who had the control of the stations. The approach occurs through the communication channels provided by digital media, especially the Internet, or by multiplier models, as models of community radios.

This wave caused a change in the current radio journalism teaching framework, enabling the expansion of the learning environment and, therefore, the production beyond the classroom. The content created by students of communication was restricted to classes, serving only as exercises or as evaluation tests.

The new process provides the student with the opportunity to offer news content, like news reports and programs, through digital media or even by broadcasting his productions in radio stations programming, as

happens nowadays in Radio "Cultura Brasil"², from the city of Sao Paulo. The university radios like RUM and USP Radio are those that better identify with this tendency because they implant integrated projects with schools of communication, either by using digital tools like the Internet, or even by promoting educational and cultural activities.

Programming grids already have programs designed only for students or in partnership with the radio's team, which are broadcasted and made available on websites and portals. In this context the social media provide interaction and insertion of these new players in the radio universe.

The university linkage established a dynamic for the promotion of projects that strengthen the relationship between broadcasters and their partners (academic community) and other users (public and collaborators). Improvement courses, debates and exchanges are offered to the public, especially students of communication. The activities are coordinated by professionals of the radio stations and also include the participation of invited guests, among them teachers and students.

Hence, the transformation of the teaching of communication is a trend that has emerged from the impact of technologies and actions related to citizenship and the public interest, as emphasized by the researcher Enio Moraes Jr., who analyzed the perspectives that guide the formation of the journalist:

The journalism continues to be involved in its contradictions and also still represents private interests. But the best journalism is at the service of citizenship, and this is what should guide all education that emphasizes the formation of human development professionals.

However, there is no child's certainty or adult's skepticism to guarantee that this is a way for a better and fairer world, but it certainly is a possible way. It's all tears and laughter of those who are not indifferent to the river and life. For so many times watching and swimming in the river, we always reached the sea ... (MORAES JÚNIOR, Enio. 2011, p.333).

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Newspaper

Jornal Académico

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