RADIO STATION
FORMATICS

The things you hear
The subject of formatics deals with elements heard on-air during a radio broadcast.
FORMATICS

DJ Chatter is when the air personality talks. This is also called a stop-set and can include weather, commercials, and contests.
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- **Station ID** - a legal identification of the station required near the top of each hour

- Do not talk after a station ID. Go straight to music.
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• **Sweeper** - a station identifier or slogan

• **Do not talk** after a sweeper

• **Sweepers are designed to sweep you to the next tune and retain listeners.**
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Since listeners often change stations during stop-sets, sweepers are used to transport listeners into the next quarter hour.
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Stations use sweepers to try to fool audiences...

- More music than allowed by law
- 50 minutes of continuous music
- More of the music you want to hear
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The proper use of formatics is considered essential to audience retention and ratings for commercial radio stations.
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Block Format Programming
Used by a lot of college and high school stations
The station plays different music formats (or shows) every day
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Single Format Programming
A radio station plays one type (or format) of music
People listen because they like that type of music
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