

Knowledge Checklist: Kiss Breakfast Close Study Product



	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I can describe how radio has changed over the last 50 years in terms of technology, regulation, content, ownership.			
I can compare KISS Breakfast with the BBC Radio 1 Launch Show with Tony Blackburn.			
I can describe how audiences consume entertainment products in comparison to 1967.			
Media Industries			
I can describe Bauer Media Group [BMG] and Bauer Radio in particular.			
I can explain why BMGs media acquisitions have been controversial.			
I can explain what makes KISS different to other BMG radio products.			
I can discuss cross-media ownership and media convergence in relation to BMG.			
I can compare the funding of KISS radio compared to BBC radio.			
I can explain how KISS benefits from synergy with other BMG brands and products.			
I can describe how KISS uses social media, on-demand radio, events and TV to support its brand.			
I can describe the role of Ofcom.			
I can describe the broadcasting codes that impact on radio and KISS, in particular.			
Media Audiences			
I can describe the audience for KISS FM.			
I can describe the range of techniques KISS use to target its audience.			
I can explain why the audience uses and gratification in consuming KISS FM.			
I can explain the preferred and oppositional reading of KISS FM.			
I can describe and explain how the style of presentation and music suits the audience.			
I can describe how effectively KISS have reached their audience and why.			
I can describe how the audience can interact with KISS Breakfast and what Active and Passive audiences do.			