

<https://www.theguardian.com/media/2014/may/25/radio-1-playlist-secrets-uncovered-battle-of-brands>

Read Nadia Khomami's 2014 insider article about the Radio 1 playlist and answer the following:

- 1) Is she a 100% fan of the music played on Radio 1?
 - 2) Why does she describe herself as part of Radio 1's main target demographic?
 - 3) From the article, give some statistics about Radio 1's audience.
 - 4) What is the difference between the A-List, B-List and C-List songs ?
 - 5) What evidence does the committee use to put or keep songs on the playlist?
 - 6) What qualifications and qualities do the different members of the committee have?
 - 7) Are decisions about playlists made purely on the basis of social media stats?
 - 8) What is considered to be the most important influence?
 - 9) What has made the selection task easier?
 - 10) Why was 'Clean Bandit' an exception to the pattern?
 - 11) What is the 'BBC Introducing' playlist?
 - 12) How does Ergatoudis defend Radio 1 against criticism that their age demographic is still too old?
 - 13) What is the criticism of commercial stations?
 - 14) What is Radio 1 doing to try to stay relevant? (Give at least 3 strategies)
- 15) Complete the quotation: "Everyone always says radio's going toor TV or cinema. But people like radio's its culture. If you are a medium that offers something unique and , then you'll survive."
- 16) General question: explain the title and the writer's negative reaction to treating bands as 'brands'
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- 17) What is your view 100-150 words
- Is radio 1 still relevant?
 - Do you agree with the criticism of commercial radio?
 - Will music radio survive?