Mapping and characteristics of radio initiatives carried out by the elderly on university radio in Spain

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In 2050 one in four people living in Europe and North America will be 65 or older.

Spain has 9.1 million people over the age of 65 (19.4% of the total)
To report on the participation of the elderly in university radio
To motivate the creation of radio initiatives with elderly people
To contribute to the fight against stereotypes associated with the elderly people
To contribute to older people studies in the media
Methodology
The sampling: radio programmes made by older university students that are broadcast on public university radio stations
Exploratory analysis
In-depth interviews with the older people who conduct the radio programmes and the people responsible for the university radio stations
Out of 27 university radios shaping the sampling, only 5 broadcasts radio programmes made by older people
The university radio stations have broadcast 581 programmes, of which 13 are made by older people (0.45%)
The most commonly used format is the magazine (10), followed by specialized programmes (3)
In **100%** of the programmes analyzed, cultural bias prevails in its content proposal.
Older people communicate the content that motivates and interests them, the radio they want to listen to.
The number of people taking part in the programmes, the length, regularity and broadcast mode determine the organization and performance of the work.
CONCLUSIONS
The media should take older people into account based on their number and also their differences.
Elderly people demand more participation in the production processes of media content
Elderly people demand that the University increase the offered training programmes on media literacy with the aim of creating media projects.
University radio stations should have greater social projection and give voice to those who do not
Older people communicate naturally and rigorously. They move away from the interference of economic and political powers.
Doing radio is a way of healthy aging and promoting the autonomy of elderly people
THANK YOU FOR YOUR ATTENTION

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