



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

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)



OBJECTIVES

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

RESULTS











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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