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102.7 Kiis FM

Radio station's number one source of income is companies paying to have their product or service advertised on air. Special events are the other main source of income, to get listeners to show interest and attend, often big celebrities will announce the event. Doing so attracts a large amount of attention since listeners know many famous people will perform at the event. In between songs, or at commercial breaks these money making actions come into effect. Since the majority of the time on air songs are being played to keep listeners listening, commercial breaks and event announcements must be rather quick. After listening to a full hour of 102.7 Kiis Fm and reviewing the data, a clear outline showed how the station is operated. Information provided is based on a full sixty minutes that started at the top of the hour on 9 July 2017 at 5:00PM PST.

Two major commercials were played in the duration of one hour, within each commercial break an average of fifteen commercials were played. In total there were thirteen minutes of commercials within an hour of listening. Eleven minutes into the hour, the first commercial began and lasted seven minutes, then the second commercial was at the forty-three minute mark and was six minutes long. Both commercial breaks contained an average of fifteen commercials in clusters. At minute eighteen the first

stop set played, followed by stop set two, at minute forty-nine. Products advertised in the first stop set included; contests, the iHeart Radio app, a Chevy Malibu, Wish Upon movie, O-Organics at Vons, Progressive car insurance, At&t internet, Leanfire XT fat burner pills, and Zico coconut water. Most products advertised in the first stop set were included in the second with the addition of; Disney Expo tickets, US Bank, Sky Slide in LA, Knott's Berry Farm, Life Proof carpet at Home Depot, and Universal Studios. Commercials throughout the hour were aimed at young adults who could be looking for health and home goods such as insurance and internet, as well as having some fun with theme parks and new movies coming out.

Throughout the hour of radio, a total of fifteen songs were played. Out of the fifteen songs, eleven of them were released in between the last six months and two years. Four of the songs were at least two years old and one even dated back to 1999. Thirteen of the fifteen songs were upbeat, while two of the songs were slow. Three songs played in a row towards the end of the hour with no interruptions at all. Ten different styles of music appeared through the fifteen total songs, these styles included; R&B, Pop, Hip-hop, Dance, Alternative, Reggaeton, Contemporary R&B, Soul, and West Coast hip-hop.

Almost every transition from song to song the DJ would say something, while the song was fading out or while the next song faded in. Only four transitions went without the DJ speaking, interestingly these occurrences were exactly at the thirty and

sixty-minute marks. When the DJ did talk, it would be anywhere from about five to thirty seconds. Every time the DJ talked it was with music in the background, while switching songs. Close to every time the DJ spoke he would announce station call letters, with the exception of once or twice. When the DJ was not announcing songs and artists, call letters, events, and celebrities were talked about. For the majority of the time in between songs the DJ would give the song title and artist information with the exception of the four transition where the DJ did not speak. During the hour of Kiis FM, Ryan Seacrest was the air personality.

At minute twelve there was a newscast within the first stop set. When the news segment started, a different voice spoke and was never introduced. News was very short lasting only twenty-seven seconds and was delivered in a rushed style. Two of the three news stories were fires in the LA area, the third news story would be considered “fun” news, announcing the release of the Tesla Model 3. During the news segment no sporting information was talked about. Within the hour, three contests were mentioned, the first being a general contest for listeners with “prizes,” the second contest was for “caller 102” to get a four pack of Disney D23 Expo tickets, and the third contest was for a “10K shopping spree with Bruno Mars.” Kiis Fm seemed to be promoting Ryan Seacrest multiple times per hour, to listeners tune in waiting for Ryan since he is the station's biggest attraction.

In my opinion, Kiis Fm is a great radio station with a great image and lots of good content. Music I listen to is constantly played on Kiis Fm and I frequently listen to the channel in the car. Kiis Fm has a very wide range of listeners, I think the station is trying to attract both men and women ages 16-35, mainly because of the music type which is mostly Pop, and the constant contests for tickets to theme parks and other events. Ryan's Roses is a segment of Kiis FM I have always been excited to listen to when given the chance, which I think is a huge attraction to the channel. Music choice is generally the type of music I listen to, making Kiis FM the main channel I use. As far as dislikes, I do not have many complaints about the channel, other than wanting to hear news more often in between songs.