

Scenario: "radiomoka"

Goals

Explore new communication media, in particular radio, for science communication, report on caffescienza events, and increase participation. Radio is a popular media, although not interactive, but can be useful to complement a face-to-face interaction. Since a long time we used radio for free advertising and interview before the caffescienza events.

Target

Moderately young public, younger than the usual Caffescienza public, since Novaradio is a community radio followed also by teen-agers.

Strategy

We contacted several local radios, proposing to broadcast a resume of the caffescienza events, related interviews with experts, and other news. However, radio transmissions are expensive, and non-commercial radios have to find supports either from sponsors or from the proposer. The cost can be lowered consistently by performing scripting, recording and montage "at home", with free software. We therefore decided to experiment, during the season 2010-2011 with a community radio (Novaradio) that asked quite a little support (2000 E), funded by the SciCafé project. We were originally asked to stream the audio record of a science café, so we planned episodes of 45 minutes every two Sundays at 20:00. However, after experimenting, we decided that the format of a face to face meeting is too different from the radio one, and therefore we planned to divide each episode into sketches 3-5 minutes length, divided by music clips. We used a popular format with two speakers: a male acting as "the professor" and a female acting as "the student" (both non-professional). In general the student serves for stimulating questions, breaking long explanations of the teacher with everyday examples, and also for putting into evidence the "inhumanity" of the professor.

We developed informative series broken into episodes: radio sex (evolution of human sexuality), bestial physics (popular physics, introduced by a well known song), radio aphorisms

The general scheduling of an episode is

- Signature tune (1 min)
- Introduction (a comic sketch) + music (4 min)
- Resume of a past event, with interviews, separated with music (15 min)
- Two-three episodes of an informative series (15 min)
- Presentation of upcoming events (10 min)
- Closing

Implementation

Element	Value	Notes
time	20:00-20:50	After dinner
location	Novaradio radio station	co-funded by novaradio and scicafe
scheduling	Every two weeks	During the 2010-2011 season we broadcasted 9 episodes
weekday	Sunday	

cheap	Novaradio is a community radio	
advertizing	Spots on Novaradio, website (www.caffescienza.it), email list (400 addresses), twitter, facebook	offered by Novaradio
target public	Estimated 200 people	
topics	Popular	
moderator	No	
feedback	Email and forum comments	
audio recording	Quality microphones, mixer, pc recording, free software (Audacity)	Audacity
streaming	Yes	
after event	Audio podcasts, comments on site,	

Implementation

In the season 2010-2011 we organized the following "radiomoka" events

date	episode	title
14/11/2010	RadioMoka1	<ul style="list-style-type: none"> Caffè-scienza su intelligenza Intervista Andrea Guazzini Cafferenza Alice nel mondo delle reti Intervista Grasso Intervista tirocinanti Presentazione progetto scicafè Presentazione caffè-scienza energia Intervista Casetti
28/11/2010	RadioMoka2	<ul style="list-style-type: none"> Resoconto caffè-scienza energia Intervista Gatteschi Intervista straulino Intervista radiospin Kaos 2 a montelupo Cafferenza perché il sesso è divertente Sesso alla radio 1
19/12/2010	RadioMoka3	<ul style="list-style-type: none"> Intervista con Tommaso Castellani Intervista con Alessandra Beni Sesso alla radio 2: resoconto su "modelli matematici di storie d'amore" e intervista a Sergio Rinaldi
16/1/2011	RadioMoka4	<ul style="list-style-type: none"> Una discussione su "molecole buone e cattive", prendendo spunto dall'ultimo caffescienza "naturale o sintetico?" Sesso alla radio 3: ornamenti sessuali, run-out e il principio dell'handicap, ovvero: perché tanti animali e piante spendono così tante energie per sviluppare ornamenti a prima vista completamente inutili per la sopravvivenza? Presentazione del webbook "scicafè" https://sites.google.com/site/scicafewebbook/ Ci vuole un fisico bestiale 1: eclissi. Prossimo caffescienza "grandi opere o grandi disastri?" Grandi disastri, intervista a Nicola Casagli Sesso alla radio 4: regali ed ornamenti costosi Resoconto cafferenza: Altri pianeti altri sistemi solari

- Cattiva scienza in TV: Astrologia e precessione degli equinozi
 - Cattiva scienza in TV: intervista a Aldo Piombino
 - Festival delle scienze di Roma: Intervista a Tommaso castellani.
 - Patamacchine e patafisica
 - Ci vuole un fisico bestiale 2: [Paperone ed il deposito sotterraneo](#)
 - Prossimo caffescienza: Politica 2.0
- 27/2/2011 [replica RadioMoka5](#)
- Caffescienza [Politica 2.0](#), intervista a Sorrentino
 - Cafferenza [Medicine e paesi poveri](#), intervista a Dionisio
 - Sesso alla radio 5: *gli uomini parlano tanto in pubblico (e poco in privato), ma capiscono quello che dicono?*
 - Aforismi sulla scienza 1
 - Ci vuole un fisico bestiale 3: ancora su [Paperone ed il deposito sotterraneo](#)
 - Il prossimo caffescienza: [False notizie e leggende urbane](#)
- 13/3/2011 [RadioMoka6](#)
- Caffescienza su Leggende e miti metropolitani
 - Caffescienza su "cosa abbiamo imparato dal Giappone?
 - Energia Nucleare? risparmio? efficienza? Intervista con Francesco Grasso
 - Ci vuole un fisico bestiale 4: Paperone ed il deposito sotterraneo - ultima puntata
 - Aforismi alla radio 2
- 10/4/2011 [RadioMoka7](#)
- Resoconto caffescienza sull'omeopatia
 - Ci vuole un fisico bestiale 5: il teletrasporto
 - Sesso alla radio 6: l'evoluzione della cooperazione
 - La prossima stagione dei caffescienza
 - Il festival delle cose invisibili a Montelupo
 - Il prossimo caffescienza: la matematica del rischio.
- 1/5/2011 [RadioMoka8](#)
- Caffescienza "meglio un cero a S. Gennaro o un'assicurazione?"
 - Ci vuole un fisico bestiale 6: simulazioni globali e psicostorografia
 - Sesso alla radio 7: the big-bang theory
 - Prossima stagione: LHC
 - Aforismi alla radio 3
 - Il Festival delle Cose Invisibili di Montelupo
 - Il prossimo caffescienza: il pesce
 - Saluti e baci.
- 22/5/2011 [RadioMoka9](#)

Validation

Novaradio CittàFutura is a no-profit community radio and his publisher is the association ARCI in Florence. Operational since 1993, Novaradio CittàFutura broadcasting frequencies are as follows: 101.5 Mhz (Florence city), 87.8 (Florence district) and on streaming (www.novaradio.info).

Being a community radio, Novaradio CittàFutura is not part of Audiradio – the national radio audience evaluation system - therefore the audience for the Radio Moka project are estimated by using the potential audience, which is as follows: Number of inhabitants covered by the frequencies: 500.000. Number of the ARCI associates in the Florence district (Florence city included): 50.000. Our estimate of the audience for the broadcasts – given duration and broadcasting hours – are as follows: 8.000 people. Our estimate of the download from our podcast page are 300 Site contact.

Challenges, weak points and improvements

We received congratulations for the contents and the audio quality of the montage. The format can be valid, although rather long, but the scheduling was unfortunate. Moreover, a success series has to air regularly, either on a daily or weekly scheduling. Therefore, for the next season, we are planning a 15 min weekly series on Novaradio (same cost, on SciCafe funds), possibly on Thursday afternoon, same day of face to face events. We also would experiment a 3 min series, three times a week (Monday, Wednesday and Friday) on Controradio, which has a much broader public. However, we estimated the cost of 66 episodes to be about 24000 E, of which 14000 due to scripting, playing and montage, that can be done "at home"; 5000 (advertising, podcasts, etc.) offered by Controradio and for the missing 5000 we asked a bank funding agency (Ente Cassa di Risparmio).