

Cinnovation final report

The biggest success in our preparation was the fact that after a good brainstorm, we were immediately sure about the topic 'cinema'. Cinema is an interest of all of us, so using this topic and making a radio program about it was decided quickly.

What the preparation concerns, that went quite good actually. First we all did some research about our topic, and we thought about how we wanted to bring it and what we wanted to do with the innovation in it. Then we decided that we wanted to bring the evolution of cinema in one broadcasting, which means: from the beginning (Lumière Brothers) till what cinema will bring in the future. Then we divided the whole 'story' into five parts, that each of us would bring in the broadcasting. That means: talk about a topic within cinema and giving examples of it. In that way, everyone of us would be actively present in our broadcasting. The music choice was evident to us. We looked for film soundtracks. So we used 8 film soundtracks and we putted them in the chronological order. In that way it would be clear that the 'story' of our show evolves, and the music too. We also used soundtracks as our carpets, to really stay in the cinema mood.

We divided the tasks quite late. Fredrik would be the presenter, because he didn't have much time to do some report work and editing. Gild and Alejandra went on report to the cinema in Jönköping, where they asked some questions. Alejandra and Fredrik did the voxpop, and Can did a lot of editing work with some help from Gild. The interview we all made together. We decided to interview Wilhelm (Ebba's son), because he has a production company in Canada. Interviewing him seemed to us like a real good opportunity. And the promotion work is done by Asli, she made our Facebook page and updated it frequently.

But sure there were sometimes some difficulties too. Making a radio program with people from different countries can be very difficult. Like for example in Spain they like long conversations, in Belgium it all has to go fast. We all have learned different things about making radio, and ofcourse we all want the best for our program. But we were lucky that all our group members were quite easy in finding a midway. So we never had big discussions.

The interactivity part in our program is that we do a little game question. In our program we ask a question about a movie, and if a listener knows the right answer, he can win the dvd of it. But: the innovative thing about it is that the listener only can answer on Twitter (so not by texting or mailing).

After doing our program, we noticed that we could have done things better. Like the music for example: choosing soundtracks was a good idea, but maybe we needed to take more modern soundtracks, because we aim at a quite young audience. We also would cut a bit in songs, because some of them were too long.