

Context for product LNWH

What Section is the Product? Section B Component 1 Industry or Audiences

When was it created? 2015

Who makes it? BBC

Who Broadcasts it? BBC Radio 4

How is it funded? Funded through licence fees (costs £154.50)

Licence fee

Many members of the public have a **dislike toward the licence fee**. This is due to the public feeling that **they are paying too much to the BBC** when other providers like Netflix produce more content for a reduced price.

This means that the BBC have to attempt to appeal to all of their audiences whilst also fulfilling their PSB (Public service broadcast) remit. The BBC must inform the general public, educate, entertain as well as reflecting diversity throughout their products

Due to the BBC funding late night women's hour its budget comes from the licence fee. The licence fee would mean that Late Night Women's hour does not have to cater to a large audience and can create podcasts about niche topics that a mass audience may not be interested in. This links into Curren and Seaton due to the BBC not being driven by profit and power enabling them to create niche content like LNWH

Historical context (Woman's Hour)

Late night women's hour is a spin off of a popular radio show "Woman's Hour" that has been running since the 1940's

Targeted at women who were aged 60+

Contents of Women's hour still focuses on women's issues similar to Late Night Woman's Hour. However, the radio show prioritised domestic issues e.g. cooking, health, families e.t.c

Historical context (Woman's Hour) (cont)

The BBC felt that younger audiences (aged 40-55) were not engaging with the content found in Woman's Hour as it didn't reflect the complexity found within modern lives

This led to the creation of Late Night Women's Hour which would be aired after the watershed (9PM). In order to attract younger consumers they began to introduce more lewd topics and defying gender norms with topics such as "Masturbation"; "Love Island" and "Not Wanting Children"

Diversity

Within Late Night Women's hour there is both a large variety of ethnicities, religions being represented within the show conforming to the BBC Remit. However, the nature of the show itself also excludes males from the podcast leading to a lack of diversity in regards to gender. This links into bell hooks' feminist theory; Bell hooks argues that "feminism is the struggle to end sexist/patriarchal oppression" by not including men within the podcast it allows women to freely express themselves; leading to topics being discussed such as "Not wanting children", "Love Island" defying typical gender norms of women being presented within the media as being maternal. As well as the podcast presenters being presented the active gender watching Love Island rather than men once again defying gender norms.

Online Technological devices

Online digitally converged technologies have allowed audiences to circumnavigate the need for schedules and listen to content on demand via BBC Sounds, the official LNWH website/app e.t.c

Due to the ability to now access the content on demand before the watershed (9PM) it makes it harder for the regulatory body Ofcom to protect children from explicit/dangerous content

Why is LNWH Niche

It elevates half of the possible audience by appealing to only one gender

It is a spoken word podcast; Lack of music within the podcast

High level language; Perhaps for an ABC1 audience rather than C2DE audience

Complex topics being discussed within the podcast

Education feel towards the podcast rather than about entertaining failing part of the BBC's remit

Time broadcast

Late night women's hour is broadcast at 11PM; this would be engaging for women who are independent and makes the consumer feel that they may be consuming content that is more adult oriented content

The late timeslot of LNWH may limit the amount of listeners for the podcast later leading to on demand streaming through the use of BBC Sounds allowing a wide range of audiences to be able to consume LNWH's content

Why was Late Night Woman's Hour even needed

By late night women's hour being created by the BBC it presents the idea that the majority of content found on BBC Radio 4 and BBC Sounds were created for men. This connotes that society still views women's content as a separate niche demographics who require different content to the mainstream

It may also imply that the BBC believe that women are only interested in the topics discussed within LNWH

Some women enjoy having a content specifically for them

