

# Journalism (English)

## Quarter 1 – Module 3:

# RADIO STATION ID, OBB/CBB, AND INTRO/EXTRO



**Journalism (English) 9**  
**Journalism Learning Kit**  
**Radio Station ID, OBB/CBB and Intro/Extro**  
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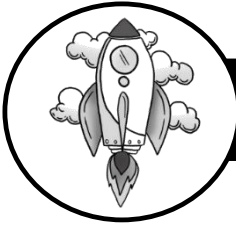
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# Radio Station ID, OBB/CBB, and Intro/Extro



## BEGIN

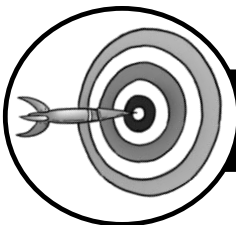
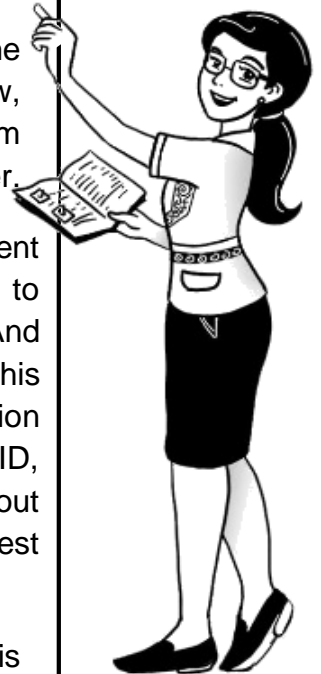


Hello, SPJ 9 learners!

In the previous lesson, you looked into the content and format of radio broadcast scripts. Now, you have the knowledge of what to expect from quality radio scripts to become a great script writer.

In addition to your knowledge of the content and format, you must also be able to know how to write the basic elements in a radio news script. And this module is going to help you with that. This module is designed to give you first-hand information and practical instruction on how to create station ID, OBB/CBB, and intro/extro so that you can plan out and deliver your radio news program with the best possible content to your listeners.

Be ready and embrace the challenge of this exciting and informative lesson!



## TARGET

At the end of this lesson, you should be able to:

1. create a station ID, OBB/CBB, and intro/extro for their own radio news program. (SPJ9RDB-Id-14)

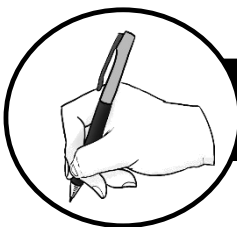


## TRY THIS

### EXPLORE THE WORLD OF WORDS!

Directions: Be the one to find most words and get the highest score. Try this word search puzzle and have fun finding a range of words related to RADIO BROADCASTING. Search horizontally, vertically and diagonally for words, put your skills to test and see how many you can find! Copy and do this in your Journalism (English) 9 notebook.

A	C	V	N	O	P	E	N	I	N	G	B	I	L	L	B	O	A	R	D
N	F	R	Y	J	R	X	S	R	N	A	E	R	E	S	D	G	F	A	Y
C	I	M	L	U	O	T	P	E	E	T	Y	U	G	U	U	U	G	D	B
H	I	N	T	S	G	R	I	C	W	R	R	S	A	Y	H	I	C	I	O
O	N	E	X	T	R	O	E	L	S	U	R	O	L	O	N	M	A	O	M
R	T	W	R	I	A	O	L	O	S	T	T	U	Y	N	E	A	L	S	B
A	D	S	D	C	M	P	A	S	A	H	E	N	T	E	W	R	L	T	F
F	J	T	I	E	S	R	B	I	T	N	H	D	Z	B	S	H	S	A	T
R	O	T	N	A	N	E	E	N	R	O	T	A	B	B	C	O	I	T	Y
E	U	U	T	Q	E	S	E	G	M	E	N	T	N	R	A	T	G	I	H
Q	R	N	R	S	T	E	T	B	R	O	A	D	C	A	S	T	N	O	N
U	N	E	O	C	R	N	E	I	F	T	T	Y	M	N	T	E	Y	N	B
E	A	I	D	R	E	T	C	L	C	I	U	G	K	D	A	S	Y	I	V
N	L	N	U	I	D	E	I	L	I	N	B	R	O	N	I	T	B	D	X
C	I	F	C	P	S	R	O	B	O	G	L	O	C	A	T	I	O	N	D
Y	S	U	T	T	P	A	V	O	I	C	E	A	P	M	U	N	I	Q	U
A	M	I	I	D	J	D	O	A	S	T	I	N	G	E	R	S	E	N	O
Y	U	T	O	H	A	I	C	R	E	D	I	B	L	E	Y	U	I	T	A
H	H	O	N	N	S	O	S	D	H	J	O	U	R	N	A	L	I	S	T
N	E	T	H	I	C	A	L	A	J	P	R	O	G	R	A	M	M	E	R



## DO THIS

### ACTIVITY 1: DO TELL!

Directions: Do you always listen to the radio for news? What radio stations do you usually tune in to? List three radio stations that you know in your locality. Do this in your Journalism (English) 9 notebook.

a.

b.

c.



## EXPLORE

Great! You did a wonderful job in the previous activity. Now let us connect your responses to the following questions. Write your answers in your Journalism (English) 9 notebook.



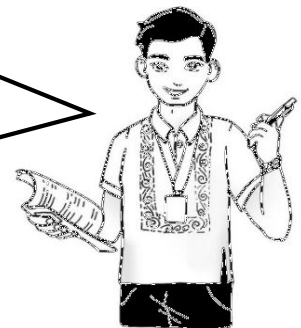
1. How do you find the first activity?
2. What do you notice when you listen to a radio news program? How do the anchor/s start the program? How do the anchor/s end the program?
3. Is the way the anchor/s start and end the program the same for all three stations you have listed?



## KEEP THIS IN MIND

You're doing great! This time, find out the things to keep in mind in writing the important parts of a news script for your own radio news program.

You are now all set for the discussion about the Station ID, OBB/CBB, and Intro/Extro.



### Radio Station ID, OBB/CBB, and Intro/Extro

The basic elements in a radio script are the station ID, the opening billboard, the closing billboard, the introduction and the extro. Take note of how these are written.

#### Station ID

Station ID or station identification is made by radio stations to identify themselves on-air. It includes a call sign or brand name.<sup>1</sup> The call sign is composed of letters. The first two letters are assigned to stations depending on the location; DZ or DW for Luzon, DY for Visayas and DX for Mindanao.<sup>2</sup> This can be considered as a form of branding and it must make a mark on listeners. It also uses the official jingle of the station. It can be likened to production logos, used in television and cinema.

<sup>1</sup> "Station Identification," Infogalactic, accessed August 14, 2020, [https://infogalactic.com/info/Station\\_identification](https://infogalactic.com/info/Station_identification).

<sup>2</sup> Michelle Yap, "Call Signs (FM, AM, TV Broadcasting) Philippines," Scribd (Scribd), accessed August 17, 2020, <https://www.scribd.com/doc/143890804/Call-Signs-FM-AM-TV-Broadcasting-Philippines>.



## Intro

The introduction is given by the news anchor. The intro is heard after the OBB. It usually starts with the greetings, followed by the introduction of the newscast and the news anchors, and the radio station in one minute or less.

Sample Intro:

ANCHOR 1: Good afternoon Western Visayas. ← greetings

This is Radyo Iloilo News Expose ← radio program

And we are your anchors. I'm \_\_\_\_\_

ANCHOR 2: And I'm \_\_\_\_\_

ANCHOR 1 & 2: \_\_\_\_\_

} anchors

## Extro

The extro is also given by the anchors. The extro follows the recap of the headlines<sup>4</sup>. The anchors say their names and those of the news presenters and the closing lines.

Sample Extro:

ANCHOR 1: And that's the latest, hottest and most credible news in the country. Again, we are your anchors, \_\_\_\_\_

ANCHOR 2: And \_\_\_\_\_, with (name of news presenters)

Saying, be the voice of truth

ANCHOR 1: And be the sound of justice.

ANCHOR 1 & 2: This is DYRI Radyo Iloilo News Expose

} anchors & news presenters

} closing lines



## SUM UP

You are almost done with this module. You are now familiar with the Station ID, the Opening Billboard, the Closing Billboard, the Introduction and the Extro. Now, let's recap those important things you have learned.



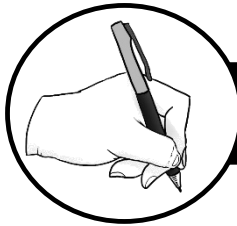
The Station ID, the Opening billboard, the Closing billboard, the introduction and the extro are the basic and important parts of a radio news script. In order for you to create these parts for your own radio news program, you have to take note that a) the station ID identifies the station on air and functions as a brand of the station, b) the billboards opens and closes the program and usually mentions the program sponsors,

<sup>4</sup> title of news stories



c) the intro is given by the anchor/s at the beginning of the broadcast, and d) the extro consists of the last lines of the anchor/s before the end of the program.

The station ID, the opening billboard, the closing billboard, the introduction and the extro should be well thought of and well crafted to catch the listeners' attention.



## APPLY WHAT YOU HAVE LEARNED

### ACTIVITY 2: LISTEN AND LEARN!

Directions: Station ID, OBB/CBB, intro/extro are unique to a radio station. Now, go back to activity 1 in this module and choose one radio station from the three you have listed. Listen to the station's Station ID and the OBB, CBB, Intro and Extro of its news program and list them down. Do this in your Journalism (English) 9 notebook.

Station Name	Station ID	OBB	Intro	Extro	CBB
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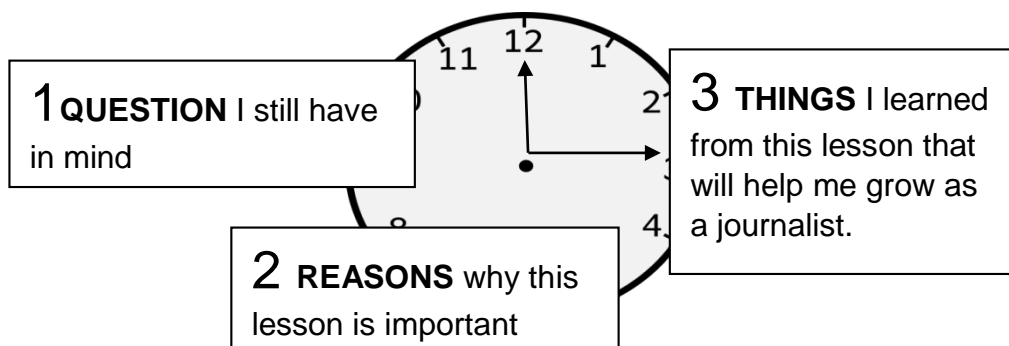
## REFLECT

Well done! You have shown great improvement after accomplishing all the tasks in this lesson. This time you will reflect on your work and rate your confidence.



### ACTIVITY 3: TIME TO REFLECT!

Directions: Accomplish the infographic. Write your answers in your Journalism (English) 9 notebook.







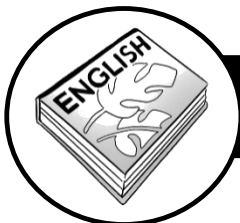
## ASSESS WHAT YOU HAVE LEARNED

**A. Directions:** Read each statement carefully and identify whether the statement is correct or not by writing TRUE or FALSE. Do this in your Journalism (English) 9 notebook.

1. A station ID includes the name of a radio station.
2. Both opening billboards and closing billboards include the mention of sponsors for the news program.
3. It is mostly popular radio stations that has station IDs.
4. The call letters included in the radio station ID is assigned by a governing body to radio stations.
5. The intro and extro are both given by the anchor/anchors of the radio news program.

**B. Directions:** Create your own radio station name, station ID, and the OBB, CBB, Intro, and Extro of your own news program. Do this in your Journalism (English) 9 notebook.

Station Name	Station ID	OBB	Intro	Extro	CBB
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## GLOSSARY

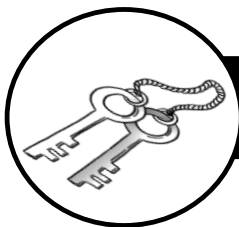
**Billboard** – n., It either opens (opening billboard) or closes (closing billboard) the radio program or segment. It includes the mention of sponsor/s for the said program or segment.

**Call Sign** – n., It is composed of letters assigned to a radio station

**News Program** -n., It is also called a news show or newscast and is regularly scheduled to report current events.

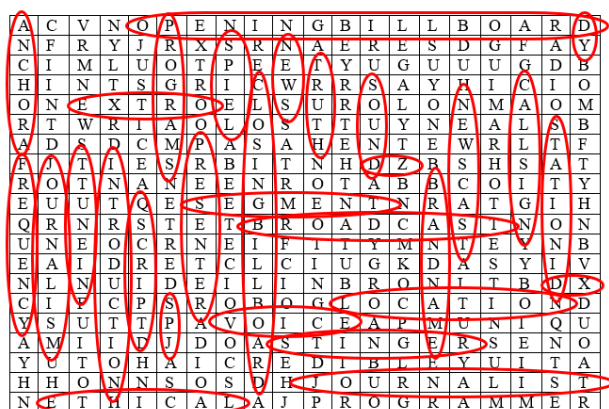
**Radio Script** -n., It refers to the written material, which indicates the verbal and non-verbal action that has to go into a radio program.

**Station Identification** -n., It is also called ident, network ID or channel ID. It is the practice of radio stations or networks identifying themselves on-air.



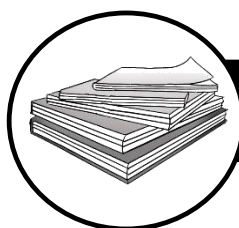
## ANSWER KEY

Try This



Assess What You Have Learned

1. True   2. True   3. False   4. True   5. True



## REFERENCES

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