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**ORIGINAL ARTICLE**

### The Challenges Confronting Radio News within the Ecosystem of News Production and Distribution

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### EXTENDED ABSTRACT

#### Interdiction:

This study aims to identify the challenges confronting radio broadcasting within the broader ecosystem of media content production. As one of the oldest and most influential media forms, radio continues to play a vital role in disseminating news and information to a wide audience. However, the rapid evolution of technology—particularly the rise of digital media and social platforms—has introduced new challenges that necessitate a reassessment of traditional broadcasting methods. The Delphi method was employed to explore these challenges, focusing on the perspectives of media and journalism experts. This method is especially valuable in qualitative research for achieving group consensus on specific issues. By identifying and analyzing these challenges, the study offers meaningful insights into the factors that influence radio's ability to

compete in a fast-paced media environment and its capacity to adapt to changing audience demands.

### **Methods:**

The study utilized the Delphi method; a qualitative research technique designed to gather expert opinions and facilitate consensus on specific issues. The target population consisted of media and journalism experts with relevant expertise, academic training, or professional experience in broadcasting and journalism. The initial sample size was set at 46 participants, based on criteria derived from prior studies and practical considerations such as accessibility and data collection costs. Following sample refinement, 32 experts participated in the first round, 29 in the second, and 26 in the third. The Delphi method involved several rounds of questionnaires in which participants anonymously provided their perspectives on the challenges facing radio broadcasting. After each round, responses were analyzed, and aggregated feedback was shared to refine the focus of subsequent rounds. This iterative process enabled the identification of key challenges and fostered a shared understanding among participants.

### **Findings:**

The findings reveal significant shifts in the challenges associated with radio news production and dissemination. In the initial phase, the primary concerns related to radio content were issues such as lack of impartiality and outdated content. These were identified as the most pressing challenges, highlighting ethical concerns and the difficulty of meeting the demand for timely, relevant news. However, as the study progressed, priorities evolved. While impartiality remained a critical issue, its relative importance diminished, and new challenges emerged—notably the need to generate excitement and foster emotional engagement with the audience. These shifts reflect broader societal and technological changes, as well as the evolving needs and expectations of radio audiences.

Additionally, traditional gatekeeping processes in radio broadcasting were found to be increasingly problematic. Early in the study, slow news coverage and delays in broadcasting urgent events were major concerns. Over time, however, apprehensions regarding increased censorship and organizational restrictions gained prominence. These changes underscore the growing demand for speed in news delivery, particularly in the digital age, where information spreads rapidly through online channels.

Another key finding was the underutilization of citizen journalism. Initially, radio's inability to compete with other media outlets was viewed as a primary issue. As the study advanced, the need for faster coverage and greater diversity in news sources took precedence. This suggests that while competition remains relevant, speed of coverage and source diversity have become essential for maintaining relevance in today's media landscape.

The study also explored challenges in two main areas: broadband and broadcast. In the broadband sector, the failure to fully utilize digital platforms such as Telegram and Eitaa was identified as a significant challenge. Given audiences' increasing reliance on digital platforms, radio must adapt or risk losing its audience share. The lack of engaging content tailored for digital platforms and the growing preference for multimedia news formats were also cited as major challenges. In the broadcast sector, reduced audience interaction and the loss of loyal listeners emerged as growing concerns. These challenges reflect shifting audience preferences, as listeners increasingly turn to digital media for news consumption. Radio must find new ways to engage and retain its audience, particularly as younger generations demonstrate a growing preference for digital platforms.

### **Conclusions:**

The study concludes that radio faces several significant challenges in adapting to the rapidly evolving media environment. The findings indicate that while traditional issues such as impartiality and content freshness remain important, new challenges related to emotional engagement, speed of news dissemination, and competition with digital media are becoming increasingly critical. The growing reliance on digital platforms and citizen journalism suggests that radio must evolve to integrate these elements into its content production and distribution strategies.

Furthermore, the study emphasizes the importance of improving audience interaction and engagement, particularly as radio struggles to maintain its position among younger audiences who are gravitating toward digital media. To remain competitive, radio must embrace new technologies, enhance the speed of news delivery, and adopt multimedia techniques to make its content more appealing in the digital age. In addition, improving content quality and expanding coverage through diverse sources are crucial for ensuring radio remains a relevant and trusted news medium.

In conclusion, the radio industry must undergo substantial changes in its approach to content production, distribution, and audience engagement. The study recommends that radio broadcasters leverage new technological advancements, integrate citizen journalism, and adopt strategies aligned with audience expectations in the digital era. Only by adapting to these changes can radio maintain its relevance and continue to serve as a valuable medium for news and information within the evolving media ecosystem.

### **Data Availability Statement**

Data available on request from the authors.

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### **Conflict of interest**

The authors declare no conflict of interest.

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