



## Radio for everyone

One of the hallmarks of **Atresmedia Radio** and its stations **Onda Cero** and **Europa FM** is its dedication to public service, by providing society with its ability to inform and becoming a radio service for everyone.

This is achieved through news bulletins, programs and advertising slots, that encourage respect for the values of diversity, the plurality of opinions and the free participation of the listeners through a multitude of channels (social networks, post, phone, email, SMS, etc.).

In addition, using the languages of their audiences, **Onda Cero** and **Europa FM** are socially committed to their listeners in each and every one of the items in their programming. Health, social values, respect for opinions, the defense of sport and education, scientific research, or the value of finding out about other perspectives are present in the shows broadcast by both channels.

However, there is also a commitment that goes beyond merely providing information, and that involves the dissemination, support and participation in social initiatives and campaigns that tackle real problems. In 2012 this commitment from **Onda Cero** and **Europa FM** has translated into three action areas:

- **Support for Atresmedia's large corporate responsibility campaigns** (**Vive Conectado**, **El Estirón**, **Hazte Eco** and **Ponle Freno**)<sup>\*</sup> by broadcasting reports, interviews, and publicity breaks in the main programs.

<sup>\*</sup> Note: For more information on the Social Responsibility campaigns of Atresmedia and the Antena 3 Foundation see the "Society" chapter.

## UNA GOTA, UNA VIDA

Project which wants to provide access to drinking water for 1,800 children in Senegal.



## TE TOCA and TE TOCA JUNIOR

Junior initiative involving children and young people in environmental improvement.



- **Promotion of the activity of the Antena 3 Foundation**, discussing its major initiatives, such as the **Una Gota, Una Vida** project which has raised €180,000 to provide access to drinking water for 1,800 children in Senegal. There is also the **PRO Project** to promote and encourage employment in the audiovisual sector for people with disabilities and the **Te Toca! y Te Toca! Junior** initiative involving children and young people in environmental improvement.

### Social projects supported by Onda Cero and Europa FM in 2012

Support for the 1st Health Degree at the Official College of Psychologists in Madrid.
Support for the UN campaign "And you didn't know".
Collaboration in the radio workshop with children at the Children's Hospital Virgen de la Arrixaca.
Support for the Ford 24 hour charity race.
Support for the "Tapones por una vida" bottle top campaign of Fundación Seur
Support for the Company Solidarity Day.
Dissemination of the report from the College of Psychologists in Madrid on the Effect of Positive Emotions in Sick Children.
Support for the Food Bank.
Dissemination of Information on the Premios Solidarios del Seguro Awards.
Support for the Cultural Exchange Tour by Malagasy Gospel.

## With social concerns

In 2012 **Onda Cero** and **Europa FM** have continued to improve their radio shows and strengthen the content of most concern to listeners. The current schedule, in addition to informing and entertaining, prioritises comment and free audience participation.

The clearest example is the news bulletins on **Onda Cero** which currently share space with reports, news with a social content and complaints about unjust behaviour and situations. This is all while giving priority to the principle of objectivity.

\*\* Note: For more information on the Social Responsibility campaigns of Atresmedia and the Antena 3 Foundation see the "Society" chapter.



Also noteworthy is **Isabel Gemio's Te doy mi Palabra** show that examines issues of general interest such as welfare, happiness, minorities and the weak. This show has two notable sections: first **Amanecemos con...** which explores the other side of Spanish emigration and encourages respect for this movement; and second, **radio ayuda**, where the leading psychologist **María Jesús Álava Reyes** provides ongoing support to the listeners.

Isabel Gemio..

#### **Te doy mi Palabra: "Only good news"**

During the last weekend of January 2012, **Te doy mi Palabra** proposed offering "only good news" to its audience. This philosophy was applied for eight hours of radio time, during which good humour prevailed. Among the many guests was the chef **Karlos Arguiñano**, who praised the proposal to leave aside, if only for a few hours, the themes of the crisis and unemployment.

Other shows on **Onda Cero** with a clear social content are:

- **Gente Viajera**, which allows listeners to learn about different ways of life, civilizations and cultures and use this knowledge to increase their respect for diversity. During 2012 a new section on tourism flows between the East and the West has been created, in which a Chinese journalist, living in Spain, talks about news items of interest.
- **Como el Perro y el Gato** is dedicated to pets. It introduces elements about respect for the environment and animals (as do **Onda Agraria** and **Linde y Ribera**).
- **En Buenas Manos**: this show looks at health as a whole and as one of the essential preconditions for full human development.
- **La Brújula** includes the section **Otras noticias que no interesan a nadie** whose aim is to show how large news stories that affect inequality, violence, hunger, etc. are ignored on a daily basis but remain a fundamental problem.

Meanwhile, **Europa FM** wants to be the mirror for the new generation. Aside from the entertainment, programmes like **Ponte a prueba** have emerged as a channel for reporting abuse. This show, which is uninhibited, deals with topics such as sex between young people and eating disorders such as bulimia and anorexia from a point of view which is serious, responsible, supportive and seeking to raise awareness.

**Levántate y Cárdenas** is a programme focused on young listeners and uses their language to deal with harmful behaviour by young people, while transmitting social values to its audience.

## Awards and recognitions

Many accolades were won throughout 2012 in recognition of the effort and work of the professionals at **Onda Cero**:

Award Winner	Programme	Award	Given by
Cesáreo Martín	Linde y Ribera	Environmental Award	Jaulín Council (Zaragoza)
Cesáreo Martín	Linde y Ribera	Annual award	Club de galgueros in Guadalajara
Julia Otero	Julia en la Onda	Golden Microphone	Federation of Radio and Television Associations
Bartolomé Beltrán	En Buenas Manos	Cefaleas-2011	Spanish Society of Neurology
Esther Eiros	Gente Viajera	Guest of honour	Spanish Confederation of Hotels and Tourist Accommodation
Lucía Mateos	Onda Cero	Heritage Award for Journalism	Castile and Leon Heritage Foundation
Vicente Ballester	Onda Cero Valladolid	Among Friends Award 2012	Digital Journal "Aqui en Valladolid"
Sección Madrid Onda Cero	Local news	Improved local news work	Grupo Vaguada
Vicente Ballester	Onda Cero Valladolid	Journalism Award	Francisco de Cossio Journalism Awards
Isabel Gemio	Te doy mi Palabra	Solidarity Award	IX Edition Nations Festival