

# RADIO AND PEACE

## A new Gen Z

way in supporting in a communication campaign of  
**World Radio Day 2023**

Code

**GRA497\_G1**

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## OUR TEAM



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## Abstract

Annually on February 13, World Radio Day (WRD) is celebrated to recognize the crucial role of radio broadcasting in culture and society. Radio has struggled to connect with young people, especially Z Generation, amid the current era of digital transformation and the emergence of numerous new means of communication. As a result, the event has not yet been established broadly among young people.

It is our honor to be a part of the VOV, the organizer of World Radio Day 2023 in Vietnam and who is creating the communication campaign for this. Our group has decided to run the "A new Gen Z way in supporting a communication campaign of World Radio Day 2023" in order to raise awareness of the WRD in particular and bring radio closer to youth in general..

Our main task consists of items:

- To build a communication strategy for promoting World Radio Day 2023 using online and newspaper publications, including social media. To support the organizers in the event WRD in VOV 13th February 2023.
- To follow up on and to generate ideas for the World Radio Day celebration in 2023.
- To develop and execute a communication plan with a content line related to Gen Z through social networking platforms. To build and manage a Facebook Fan Page and a TikTok Account to engage Gen Z to radio and the VOV.

Our project follows to four criteria:

**Novelty:** There was a group of media projects concerning the National Radio Broadcasting Festival, which was held by the VOV, in the past at FPT University, but no one or any group of students has ever done so about the occasion of World Radio Day participation, planning, and research in the media. We are proud to be the first project team to take part in media preparation and event management.

**Practicality:** We apply the theoretical foundations we've studied into practice by creating and organizing media products utilizing this knowledge. The entire communication effort has been successfully used and implemented in action in real-life situations.

**Social humanity:** The campaign promotes and acknowledges the role radio plays in daily life in addition to bringing radio closer to Gen Z. World Radio Day 2023's topic this year, "Radio and Peace," emphasizes the important role radio plays in fostering collaboration, understanding, sharing, speaking out against injustice in the world, and working together to settle problems and disputes to create a peaceful and caring society.

**Scientific:** Utilize research techniques to create detailed strategies, then track outcomes to gauge the success of your communications. Grammarly software was used to look for plagiarism in the work. In addition to the design created in a unique format, we present the Book's comprehensive structure and material following those of a scientific study effort. The Production Book consists of ten chapters and 115 pages detailing our work items during the project. Our team complied with the requirements set out for a graduation project under the guidance of FPT University.

In general, the campaign has been evaluated successfully. Our team has received high praise and positive feedback from the International Cooperation Department, which worked directly with us and provided campaign-related guidance, and the public for what we have done.



# STORY CANVAS

## Campaign Name

A new Gen Z way in supporting in a communication campaign of World Radio Day 2023



## Subjects of the Research

International Cooperation Department (ICD) - The Voice of Vietnam (VOV)

FPT Team of 4 students in their last semester  
Supervisor: Dr. Vu Viet Nga

## Goals



### Long - term:

Adapting to a new brand image: Radio is acknowledged as a traditional and conventional media platform that could be suitable for Gen Z but it always has an important role and high reliability in society  
Creating a future generation of radio listeners.

### Short - term

Encourage Gen Z to gain knowledge about radio broadcasting and utilize radio more frequently.  
Promote the value and function of radio in daily life.

## Target Audience

### Characteristics:

Keep up with breaking articles  
Make use of the public media  
Little spare time

**Age:** 18-30 years old

**Gender:** Male/  
Female/ Others

**Location:** In the big cities.

### Objectives:



### Quantitative:

300 students participate in a radio event  
Reach: 100.000 - 150.000 (Facebook) ,  
200.000 - 250.000 (Tiktok)

### Qualitative :

Raising students (Gen Z) awareness of the VOV  
Impact on Gen Z's perception of modern radio: significant function, huge reliability, freshness, and vitality.

## Message

### Radio and Peace

Radio is a vehicle for preserving and stabilizing peace, which aids in the global community's advancement.

### Gen Z in Radio

The Z generation was reared in the digital era and has access to a wide variety of media. As a result, Gen Z listens to radio and approaches to it in a different manner in comparison to other generations.

### User Engagement:

Organizing offline ticket distribution, the VOV's Program Production and Archive Center tour for FPTU students

## STYLES & TONE

**Image:** Young, modern

**Color:** Blue, Red, White

**Mood:** Close, new, easily accessible

## Boundary

**Audience:** Students

**Time:** 20/12/2022 - 20/04/2023

**Location:** Hanoi, Vietnam

**Field of study:** World Radio Day 2023, The Voice of VietNam, Gen Z and modern radio broadcast

## Budget Management

**Event budget:** ~227.000.000 VND

**Communication fee:** 25.000.000 VND

**Expenses incurred:** 25.000.000 VND

**Total:** ~300.000.000 VND

(Here are the budgets for the campaign.)

Online

## Mediums

We conduct the communication campaign in two formats—online and offline—on a variety of communication channels

### Online:

Social networking site (Tiktok Facebook): Short videos and articles systems are used to inform and amuse the target audience.

Newspapers: Reports on the 2023 World Radio Day occasion

### Offline:

Interview with FPT students, experts  
Invitation letter to the radio, journalism, and communication departments of some Hanoi universities the VOV's Program Production and Archive Center tour



# RESEARCH

We implement the research process based on the following four primary cores: Methodology, Subjects of the Research, Objects of the Research, and Content of the Research in order to manage the campaign successfully and effectively. To create an obvious campaign structure, we initially select the methods to be utilized for data collection, processing, for project management, for understanding customer insights, and for evaluation of the effectiveness of the campaign. Then, for the purpose of identifying the SMART goals and objectives, we assess the campaign's topic. To figure out how to deploy the campaign and approach the campaign in the most successful manner, we delve into the characteristics, behaviors, and habits of the audience to determine the target audience and to build the content line of the campaign. Finally, we evaluate the campaign's effectiveness using precise measurement tools and objective assessment techniques.

## I. Research methodology

1. Data Collection
2. Data Analysis
3. Theoretical Methods
4. Evaluation and Measurement

## II. Subjects of research

1. Summary of the radio broadcasting
2. The Voice of VietNam
3. The International Cooperation Department - VOV

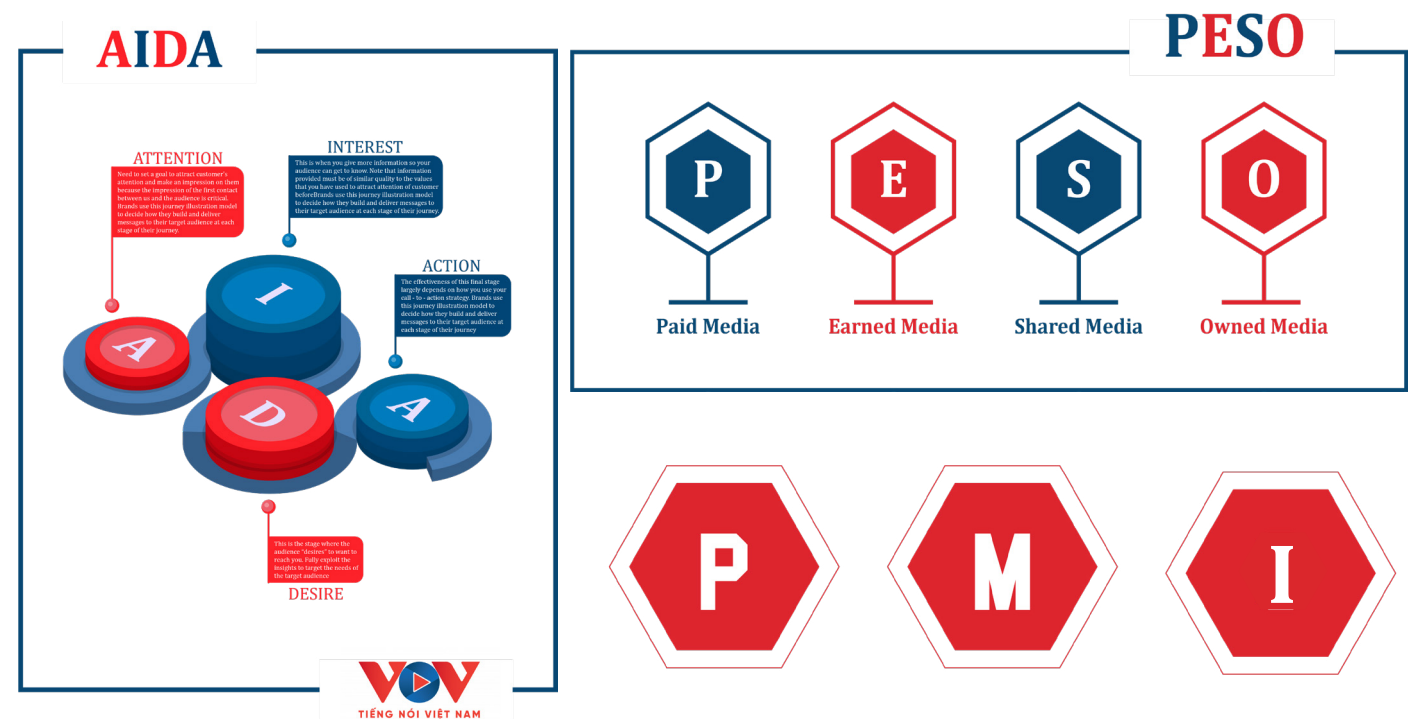
## III. Objects of the research

1. World Radio Day
2. Radio Listeners
3. Gen Z

## IV. Contents of the research

1. Current radio status for Gen Z listeners
2. Radio access to Gen Z

## RESEARCH METHODOLOGY



## SUBJECTS



VOV



ICD

## OBJECTS



# I. RESEARCH METHODOLOGY

## 1. Data Collection



**The data collected must be clearly identified from the research objectives. When identifying data, the following requirements should be complied with:**

The information contained in the data must be relevant and clarify the research objectives.

-Data must be validated in two ways:

+ Value: The data must be able to quantify the problems of the study.

+ Reliability: if repeated the same method must produce the same result.

These are the minimum requirements necessary for the information to be collected fully and reliably to provide the team with a solid basis for making decisions, and a valid basis for the team to formulate an appropriate data collection plan.

### 1.1 Identification of data

## 1.2 Data classification

**There are four ways to classify data: by characteristics, by function, by location of data collection, and by source of data collection. In this campaign, we focus on the classification of data according to the source of data collection.**

### *Secondary data*

Due to financial and time limitations, as well as the fact that the project is sponsored and conducted by the Voice Of Vietnam, which is highly restricted, the team decided to use secondary data as the project's main data source.

Data that is generally published, is already available, was not independently acquired, and is therefore simple to gather quickly and economically. It is reasonably sensible that we would use secondary data that was collected by others for other purposes of our research. Secondary data research is a vital, essential stage to comprehending the target audience, which can be used in many fields of study. This method is less expensive and time-consuming than primary data research.

The major drawback of secondary data research is that we are not able to verify the accuracy of the information gathered in light of the present information, which is quite varied, abundant in data, and not well-respected. As a result, the team has established the following guidelines for the information sources that it learns from and gathers:

**Academic papers that go through peer review:** These are the websites where reputable research publishers publish and verify their research articles. Before publication, each research unit placed on these websites must pass a standard academic research report and receive approval from other professionals in the field.

**Research and business reports:** To better understand their audience's demographics, numerous companies regularly conduct market research. Research is a service offered by some businesses, such as Nielsen and Deloitte. These businesses occasionally make their research or business reports available online through their websites.

**Reports and materials from internal research of the VOV:** Due to the nature of state departments, some data is gathered from the VOV document library and research surveys for internal use only.

**Textbooks:** We also draw on the knowledge from the course text books, which offer some fundamentally useful and theoretical information about communication, for our endeavor.





## Primary data

In this research method, the research subject, whether an individual or a group of organizations, will provide data directly to the researcher. Original, raw data research is a different term for it. As a result, the primary data will assist the analyst in exploring the research object, understanding the audience's motivations, and identifying relationships within the research object. Since primary data is directly gathered, its accuracy is relatively good, testing the update, but it is also expensive and time-consuming. Primary data can be generated by experimental procedures as well as observation, recording, or direct interaction with the study topic. We utilized qualitative research techniques to find out young people's (particularly Gen Z) interests in the present radio platform to gather primary data.

With the application of qualitative research, you can gather 'non-numeric' data in order to discover more about the subject of your study, conduct a survey, or carry out an in-depth analysis. In the case of small, focused study samples, this information is typically obtained through interviews, direct observation, or focus group discussions utilizing open-ended questions.

In particular, we consulted extensively with several radio broadcasting professionals as well as a group of young people between the ages of 18 and 25. The purpose of this interview is to understand more about the research by paying attention to the intended audience. Additionally, with this research methodology, the study respondents (interviewees) are free to express their thoughts, which aids the interviewers in thoroughly examining and delving into all facets of the issue. When conducting in-depth interviews and gathering data from interviewees most flexibly and thoroughly possible, interviewers use prepared or not questions, frequently "open" questions (to which there is no proper incorrect answer).



## 2. Data Analysis

One of the fundamental phases of a study is data processing and analysis, which includes defining the research issues, gathering data, executing data analysis, and reporting outcomes. The research problem can be identified clearly to gather data more efficiently and accurately. When collecting data, it's essential to anticipate the needs of the statistical analysis for the purpose to ensure that the data is sufficient and accurate and that the analysis has a solid foundation.

### Data processing

**Today, the majority of research uses data stored in computer software. Consequently, the following procedures must be performed during data processing:**

- Data encoding: Qualitative data (qualitative variables) need to be converted (encoded) into numbers. Quantitative data does not require coding.
- Data acquisition: Information is entered and kept in the data file. Developing a data file frame that is practical for recording data is essential.
- Correction: It is to check and detect errors in the process of importing data from the manual data sheet into the data file on the computer.

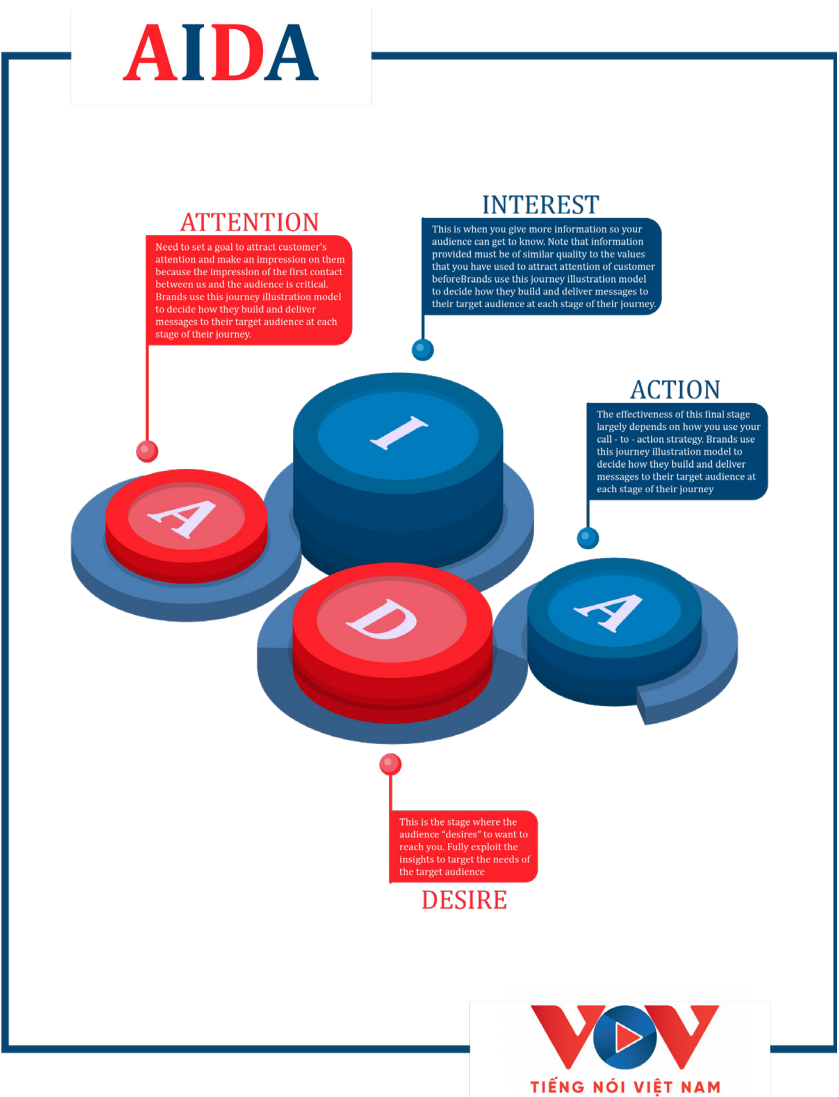
### Data classification

**In the majority of studies, qualitative and quantitative variables are the two basic types of variables.**

- Qualitative variables: The sort of variables known as qualitative variables are those that indicate inferiority and properties. Identifiers (such as male/female) or hierarchical terms (strong/weak/average/poor) can be used to express these qualities. We can not determine the data's average value for this kind of variable. We utilize qualitative factors especially to reflect the type of risks described in the report's risk management section.
- Quantitative variables: Numbers are frequently used to represent quantitatively. These figures may have a continual variation.

# 3. Theoretical Methods

## 3.1. AIDA Model



### Theoretical model

The Attention-Interest-Desire-Action model describes the journey the audience goes through before taking action. Attention, Interest, Desire, and Action (AIDA) are four stages. In these four stages, your task is to draw people’s attention to your brand, create interest in its products, arouse desire for the product, and ultimately, spur action. Brands use this journey illustration model to decide how they build and deliver messages to their target audience at each stage of their journey.

**Attention:** Need to set a goal to attract customers’ attention and make an impression on them because the impression of the first contact between us and the audience is critical. Brands use this journey illustration model to decide how they build and deliver messages to their target audience at each stage of their journey.

**Interest:** We operate two processes concurrently in order to attract people in and capture the interest of the target audience: we continue reaching out with content on social networks and we create numerous benefits for the target audience if they participate the event such as appealing gifts from the VOV, opportunities to take part in the VOV’s Program Production and Archive Center tour, and other forms of free support.

**Desire:** This is the stage where the audience “desires” to want to reach you. Fully exploit the insights to target the needs of the target audience.

**Action:** The effectiveness of this final stage largely depends on how you use your call-to-action strategy. Brands use this journey illustration model to decide how they build and deliver messages to their target audience at each stage of their journey.

## APPLY THE AIDA MODEL TO THE CAMPAIGN

### Attention:

To get in touch with and involve our target audience, we use social media because this medium can reach a large audience rapidly. We produce more modern and creative content regarding radio broadcasting. Our content is delivered in a range of visuals, audio, and video formats in addition to text, which gives the audience more amusement.

### Interest:

We operate two processes concurrently in order to attract people in and capture the interest of the target audience: we continue reaching out with content on social networks and we create numerous benefits for the target audience if they participate the event such as appealing gifts from VOV, opportunities to take part in the VOV’s Program Production and Archive Center tour, and other forms of free support.

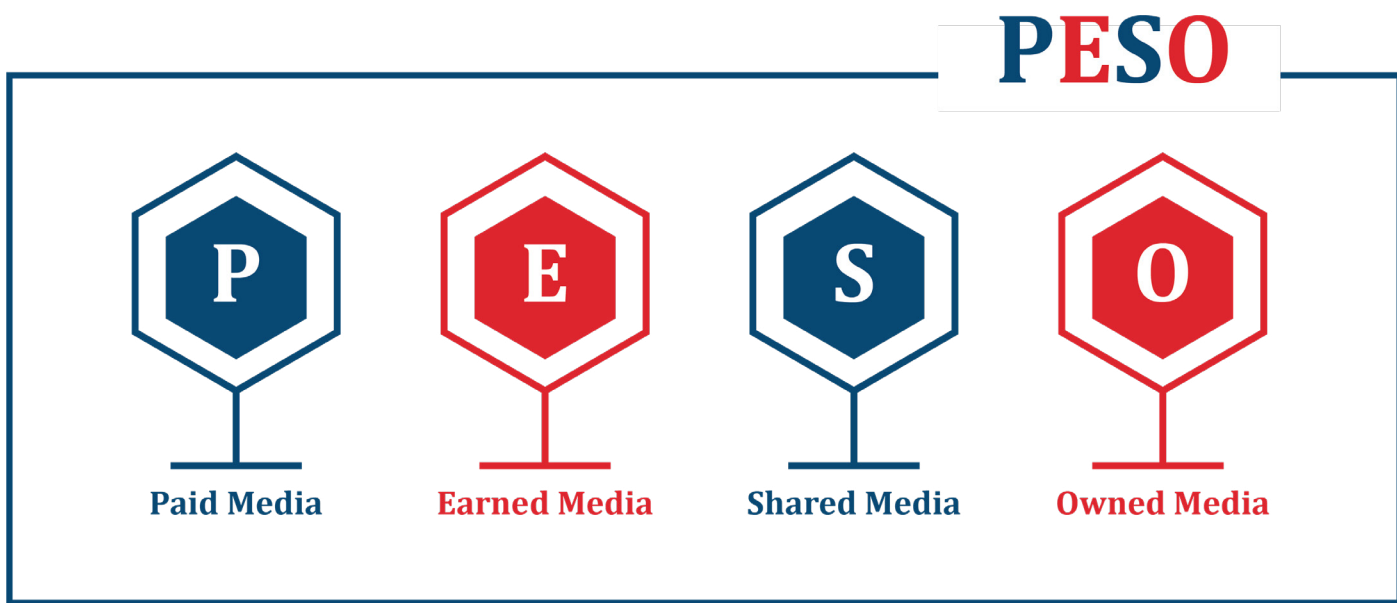
### Desire:

We focus a higher priority on the size of the event with knowledgeable speakers who hold significant positions in the sector as well as the opportunity to approach and work at a significant radio broadcasting agency like the VOV in order to encourage audiences to gain knowledge and attend. In order to catch the commitment of the target audience, we also talk about the experience that has been performed.

### Call to Action:

By finishing the secure online application and picking up tickets immediately at the FPT ticket counter, we create the simplest and most straightforward form of registration so that students can easily explore and take part in the event. Combined with other students, we comply with professor and class invitations and applications directly. Additionally, we encourage students to go in groups and provide options for transportation.

# PESO MODEL



## Theoretical model

### Paid Media

Advertisements, sponsored content, purchased social media posts, and email marketing are all examples of paid media used in campaigns

What is reported in the presses or media. Publications, essays, television news, and commercial publications all feature the campaign itself. These are examples of "tangible" content, that is what PR produces

### Earned Media

### Shared Media

The use of comments or tales that are favorable to the business and appear on social media will be the responsibility of the marketing or customer care departments. It will be used by the company as a main source of data for internal and external communication.

It is acknowledged that the website and blog may have content that belongs to the organization. Owners decide the messages to convey and how to present the story.

### Owned Media

## APPLY THE PESO MODEL TO THE CAMPAIGN

### • Paid Media:

The following communication fees are our choice:  
Run advertisements on Facebook and TikTok  
Expense of online articles

### • Earned Media:

To advertise the event, encourage participants to check in, and motivate them to share information about WRD while attending, we link with and interact with connected organizations simultaneously.  
Press articles: UNESCO, FPT,  
The WRD event's social networking accounts have been engaged by the media.

### • Owned Media:

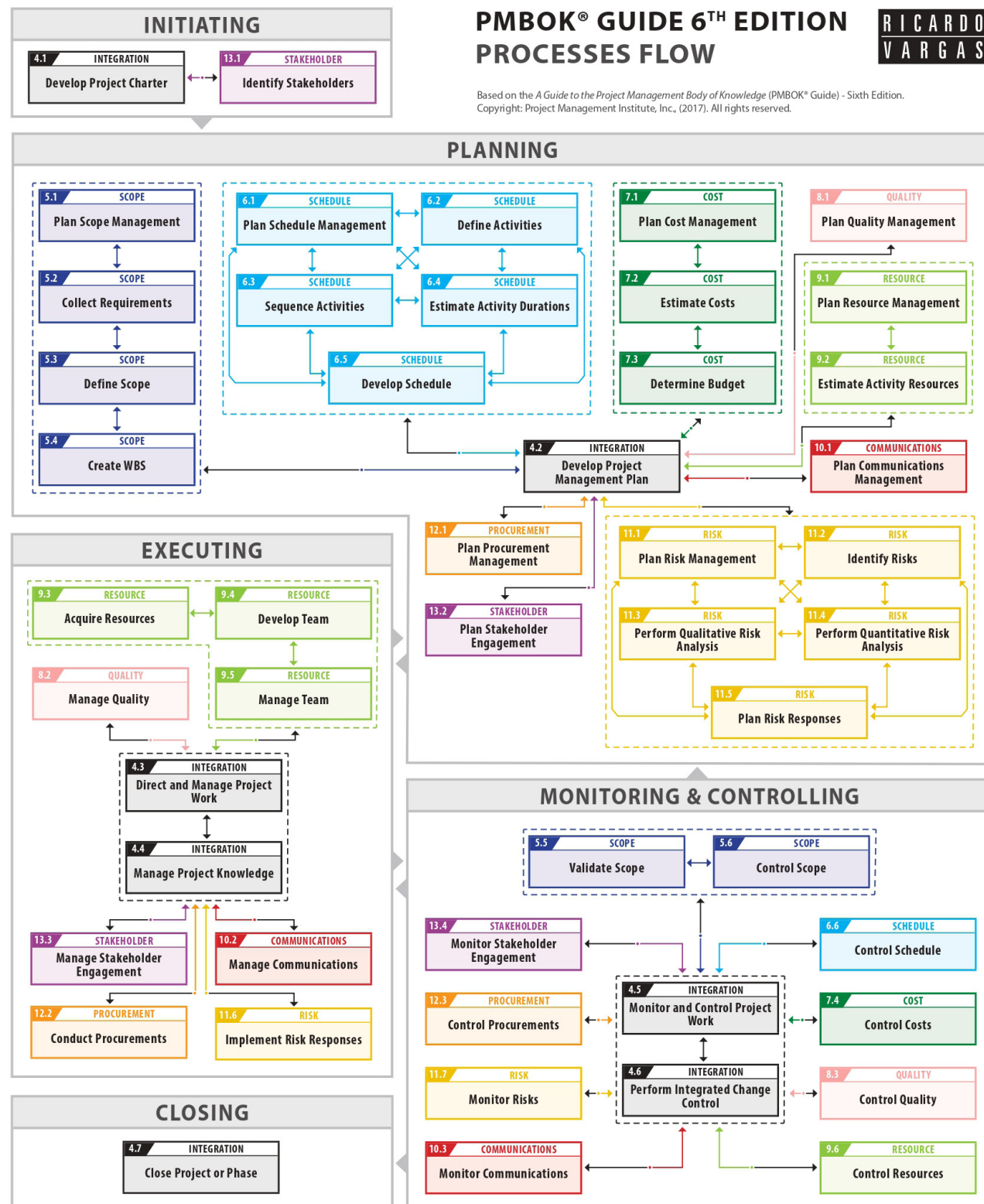
We use a range of media to communicate:  
Social networks Facebook and Tiktok are evaluated using the platform-specific tools.  
Press: The VOV press system and VOV-owned websites.

## MEASUREMENT

- **Paid Media:** Measure through Google Adwords, landing pages with many views, interactions, content loading or opening emails, new fans or followers from paid content, etc.
- **Earned Media:** Measured by relationships with influencers, reporters or bloggers
- **Shared Media:** Measured based on the number of fans and followers, the up and down trend will
- **Owned Media:** To measure, statistics the time that visitors visit the website, bounce rate, etc.



# PMI Model



PMBOK® GUIDE 6<sup>TH</sup> EDITION – 49 PROJECT MANAGEMENT PROCESSES

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 Explanatory Note: This flow does not replace the need for reading the PMBOK® Guide. The PMBOK® Guide contains a deep explanation of all processes including Inputs, Tools & Techniques and Outputs that are not listed in this flow.  
 Adaptation: Ricardo Viana Vargas  
 Graphic Design: Sérgio Alves Lima Jardim

Become a member of the Project Management Institute (PMI) and download the PMBOK® Guide and other standards at:

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Download this processes flow at <http://rvarg.as/pmbok6en>

[www.pmi.org](http://www.pmi.org)

(Figure I.3.3: PMBOK Guide Processes Flow)

Project Management Institute, or PMI for simple terms, is a common project management methodology that was introduced by the world's top organization, the Project Management Institute of America. Project Management Institute (PMI) is a major organization that has made significant contributions to the creation of methods, work processes, standards for project management activities and funding, and related certification training programs.

Many companies throughout the world apply this project management method, and it has been quite successful. In actuality, there are a variety of advantages to employing a project management technique. Some typical advantages could be:

- Reduce the risks associated with implementing the project. The danger ratio has greatly decreased as a result of the flexibility and control in tiny steps.
- Regular interaction improves consistency across parts and stages; information is transferred rapidly and precisely without passing through numerous levels.
- Through research, analysis, and being human-centered from the start, increase customer satisfaction...

Our team decided to use the PMI model for this communication campaign so that we could create a strategy and implement the project using the most thorough procedure.

## 4. Evaluation and Measurement

### EVALUATION

We compile evaluations from a range of stakeholders in order to assess the campaign impartially:

- Evaluation of the International Cooperation Department - VOV
- Evaluation from the supervisor - Dr. Vu Viet Nga
- Evaluation of the students participating in the event

As follows, the measurement techniques are also approved:

- Facebook and Tiktok insight tools.
- Measured by the number of students-participants and their feedback to the campaign

### Measurement



## II. SUBJECTS OF THE RESEARCH

### 1. Summary of the radio broadcasting

#### 1.1. The radio broadcasting in the world

Radio is still the media medium with the most awareness and is a powerful advertising tool, despite widespread perceptions that it has progressed slowly and does not appeal to young people. According to the statistics, radio is still widely used in the US and is particularly liked by young people

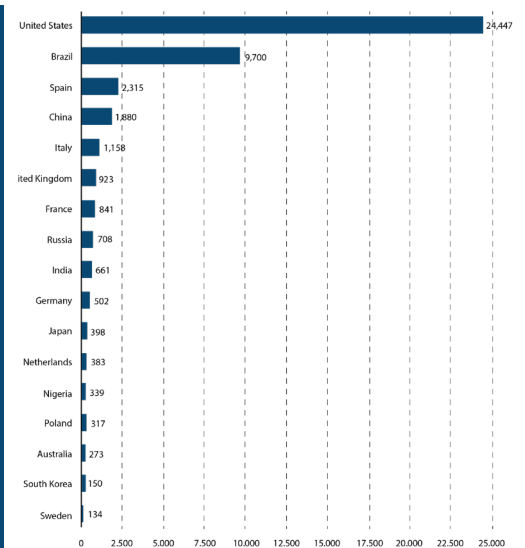
##### 1.1.1 Overview

- More Americans listen to radio than use Facebook every week.
- 55% of Gen Zers listen to AM and FM programming every day.
- Adults listen to 104 minutes of radio a day, 12.2 hours a week.
- The radio industry grew through smart speakers and listening on the Internet.
- 100 million Americans own a smart radio devices
- 77% of listeners will test out a brand or item that their favorite radio personality has recommended.

The radio continues to be a crucial source of information for drivers in the affluent nations of Europe where there are many private automobiles. In Australia, the local radio system has expanded to include 337 stations as of 2003, although television stations make up a very minor portion of the market. ABC alone had more than 50 neighborhood radio stations by 2007. In the UK, which has 44 million weekly radio listeners, or 91% of the population, the BBC alone currently operates 41 local radio stations.

#### 1.1.2. Statistics of radio stations worldwide

The CIA World Factbook 2000 estimates that there are 43,773 operational radio stations worldwide, including around 16,500 AM, 26,000 FM, and 1,500 radio stations. According to statistics, FM stations transmit for 20 hours per day, AM stations for 16, and shortwave stations for 12. As a result, there are roughly 290 million hours of radio programming annually (188 million FM, 98 million AM, and 6 million radio). If we record every radio program using the 50MB/hr rule of thumb, our annual storage demand would be close to 14,500 TB.



(Figure II.1.1.3: Number of radio stations in selected countries worldwide, Statista, 2016)

#### 1.1.3. The evolution of global radio broadcasting

Marconi pioneered radio as a form of two-way communication. The development of the vacuum tube by de Forest was crucial. It permitted continuous sound wave transmission and reception, beyond the on/off transmission that had sufficed for transmission of coded messages in wireless telegraph systems.

The main radio networks were put together by David Sarnoff at RCA/NBC and William Paley at CBS, who saw the potential to make and sell radios, as well as to sell advertising. During their high point, network radio relied largely on music but also carried news, sports, comedy, variety shows, soap operas, dramas, suspense, and action adventures as well. Many of those genres moved to television after 1948.

After television coverage and audiences began to grow, around 1948, network radio also began to lose much of its audience to television. Some of the types of entertainment it relied on worked better for the mass audience with a visual component on television. Radio came to rely more on music, which could be programmed locally by DJs playing records.

FM radio began to increase as more receivers became available in the 1960s. It also prospered as FM stereo became widely available and appreciation of music quality increased among the audience, making FM the main radio medium for music.

New ownership and programming syndication groups, such as Westwood One or Clear Channel, created new networks around popular syndicated shows, such as Rush Limbaugh. Large ownership groups like Clear Channel use a number of nationally programmed formats, which are the main new networks. National Public Radio also emerged as significant news and public affairs programming service, linking most of the nation's non-commercial, or public, radio stations.



These radio stations are widely popular and attract a large number of listeners around the world:

### BBC Radio 1

BBC Radio 1 is run by the British Radio Broadcasting Corporation. Its radio broadcasts internationally and focuses on music, especially today's top singles.

### Fox News Talk

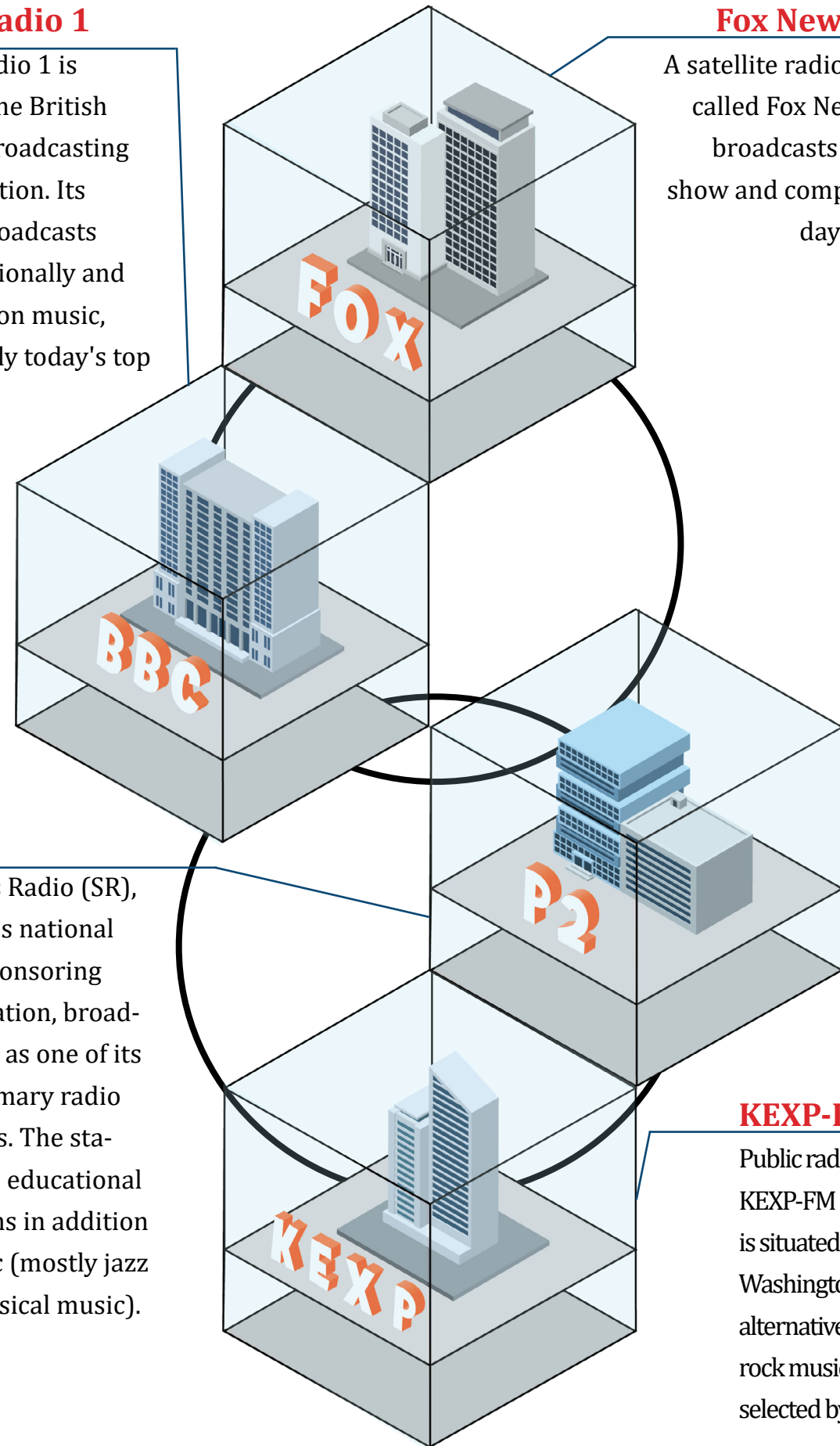
A satellite radio station called Fox News Talk broadcasts the talk show and compiles the day's news.

### P2

Sveriges Radio (SR), Sweden's national radio sponsoring organization, broadcasts P2 as one of its four primary radio channels. The station airs educational programs in addition to music (mostly jazz and classical music).

### KEXP-FM

Public radio station KEXP-FM (90.3 FM) is situated in Seattle, Washington, and plays alternative and punk rock music that is selected by a DJ crew.

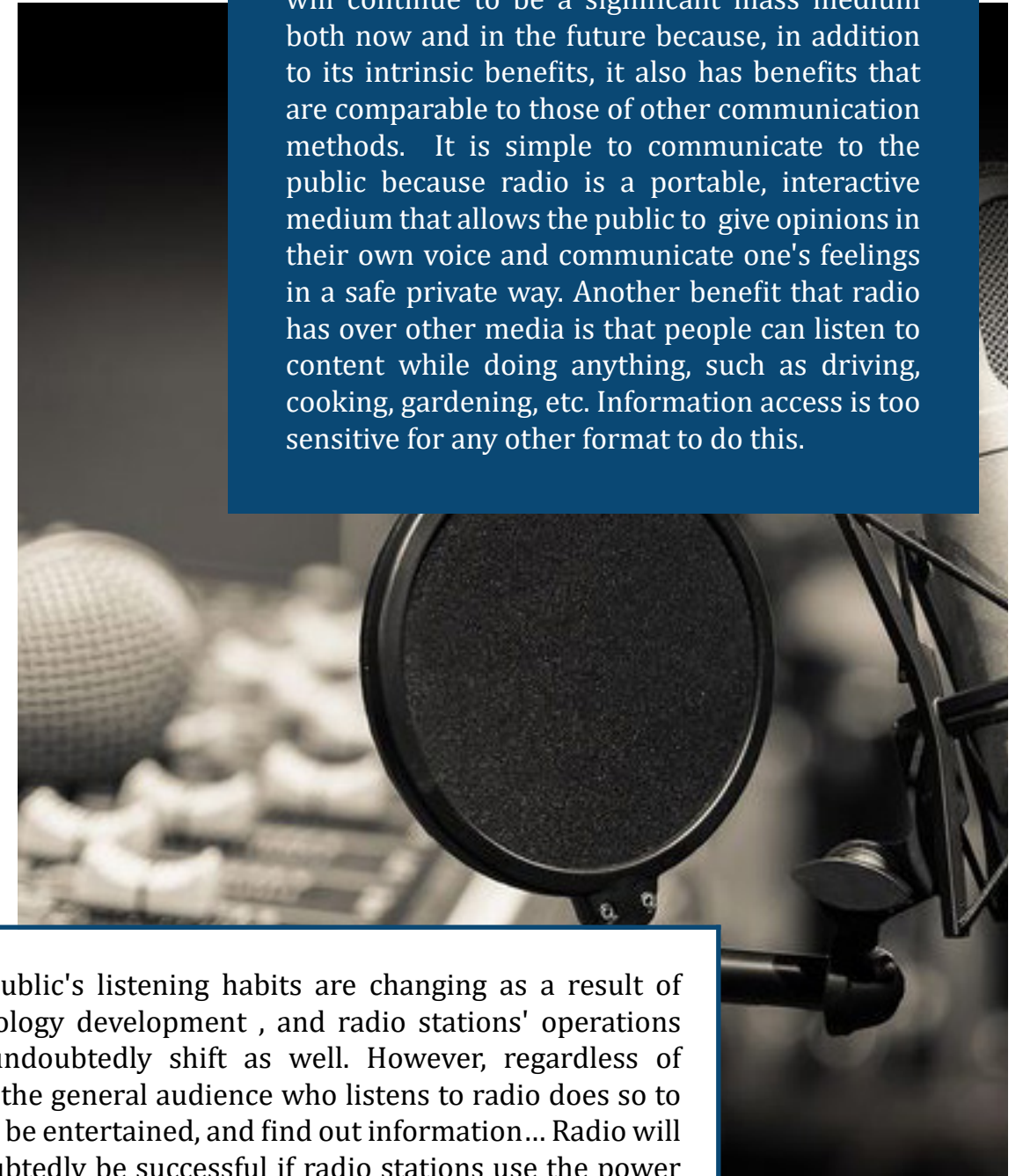


## 1.2. Radio broadcasting in Vietnam

### 1.2.1. Overview of Vietnam radio broadcasting

Although many other media grow rapidly in Vietnam, the radio will always be a necessity. The Government continues to keep radio as a kind of mainstream mass media in Vietnam. Radio will continue to be a significant mass medium both now and in the future because, in addition to its intrinsic benefits, it also has benefits that are comparable to those of other communication methods. It is simple to communicate to the public because radio is a portable, interactive medium that allows the public to give opinions in their own voice and communicate one's feelings in a safe private way. Another benefit that radio has over other media is that people can listen to content while doing anything, such as driving, cooking, gardening, etc. Information access is too sensitive for any other format to do this.

The public's listening habits are changing as a result of technology development, and radio stations' operations will undoubtedly shift as well. However, regardless of what, the general audience who listens to radio does so to share, be entertained, and find out information... Radio will undoubtedly be successful if radio stations use the power of technology to meet these goals. We all know that radio is a terrific way to spread information rapidly, extensively, passionately, and easily to tell good, meaningful tales; radio can discuss critical political concerns with millions of people, but it can also share the most personal and intimate details with one individual.





## 1.2.2. Vietnamese radio stations

### The Voice of Vietnam - VOV

With the nation's innovation over the past 30 years, the VOV has consistently been the leading press organization in developing, experimenting, and applying new ideas about journalism, in applying modern technology in the production, archiving and distributing radio programs. The VOV is the first multimedia press organization of the country with four types of press: radio, TV, printed and electronic newspapers, with the ultimate goal of improving multimedia journalism to better serve audiences.

With coverage of up to 97% of the country's area, including islands, seas, and inaccessible regions, the VOV is a top organization in the field of national communication. It also reaches roughly 91% of the country's people. However, the VOV has aired on all platforms since 2000, when the digital era began, including social networks, websites, and OTT applications on the Internet. Movement and expansion have always been undeniable trends in human history and culture.

### Local radio stations

Containing a strong local radio infrastructure that includes more than 64 provincial Radio and TV stations (in all provinces excluded Hanoi and Ho Chi Minh city radio merged with television), 600 radio stations in districts and small towns, and more than 10,000 radio stations in the wards.

Numerous studies indicate that listeners have not yet been attracted to many local radio stations in our nation. The primary cause is a lack of attention given to local radio. Many managers and reporters have changed their opinions as a result of how swiftly television has developed and gained popularity among the general public. Many radio and television stations in our nation suffer from the disease of people tuning in to television and tuning out the radio. Some even believe that since there is television, broadcasting is no longer necessary.

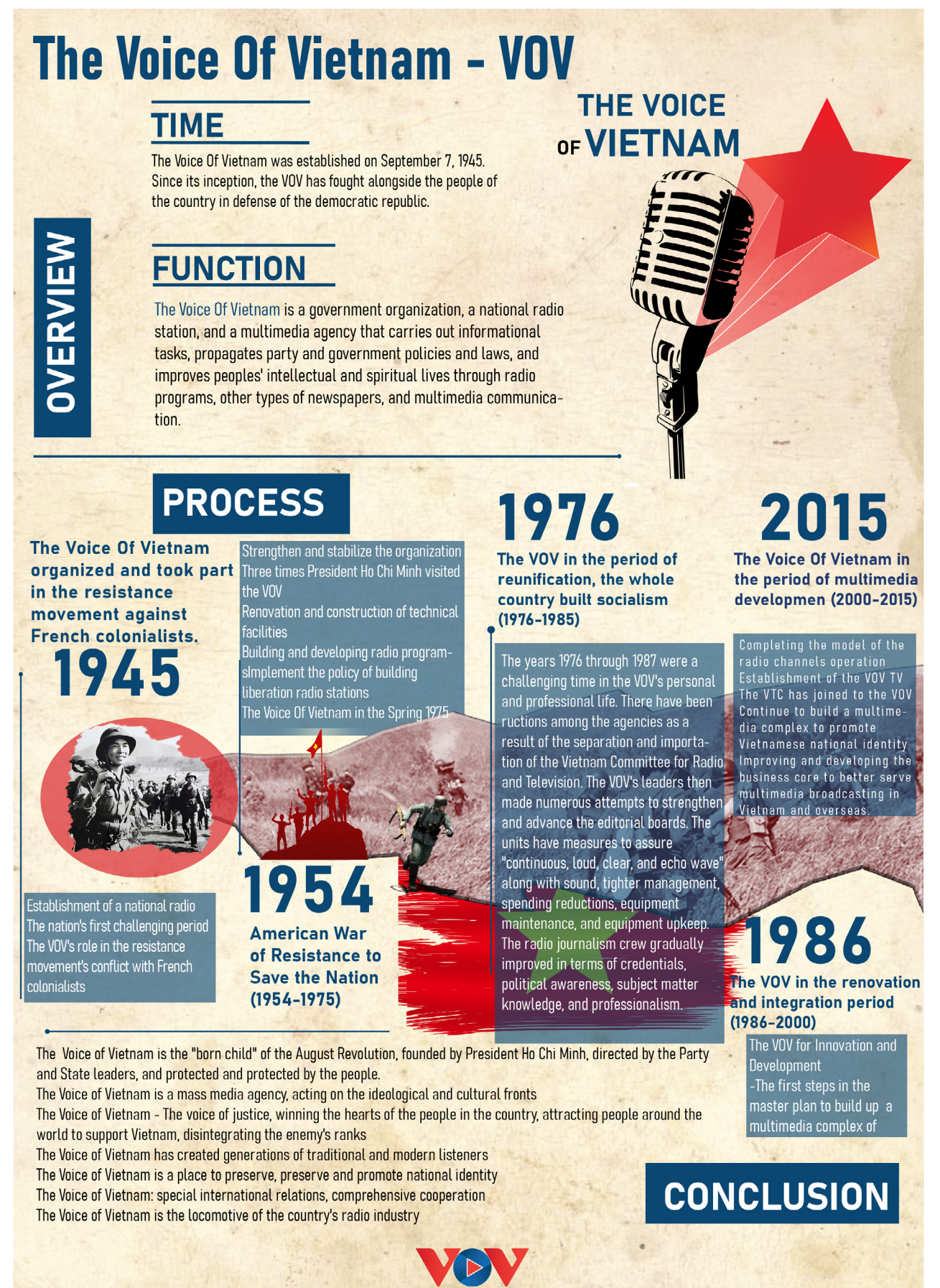
### The VOV's representative offices

The VOV's leaders have worked diligently to develop the network of foreign permanent offices throughout the years with their wisdom and strategic vision. Following the launch of the VOV representatives in France and Russia in 1998, it was established successively in Thailand, China, Japan, Egypt, the United States, Laos, Cambodia, Czechia, Australia, and Indonesia. The VOV's news organization in India was established in February 2020 to commemorate more than 20 years of development of the VOV's network of foreign resident agencies. The VOV now has the second largest network of abroad representative offices after The Vietnam News Agency.

The VOV operates 13 permanent offices abroad, in addition to 6 permanent in Vietnam domestic representative offices domestically in order to provide listeners, viewers, and readers with accurate information as well as in-depth analysis and commentary and breaking news. The VOV staff are all brave, skilled, versatile, and enthusiastic. They are always close to the area to promptly and accurately reflect events related to Vietnam in the host country as well as political, diplomatic, economic, security, and social events occurring in all significant regions of the world.

## 2. The Voice of VietNam

### 2.1. Overview





## 2.3. The VOV's Organizational Structure



(Figure II.2.3: Organizational Structure)

## 2.4. Vision - Mission

Enhance the revolutionary, combative, directed, cultural, and modern; further enhance the capacity to disseminate and control information, both domestically and internationally; and preserve its position as the primary and most significant news agency of the Party and State. It serves as the connection of friendship between Vietnam and its worldwide partner nations, as well as a platform for the affection and trust of the populace, and it contributes honorably to the development and defense of the nation on behalf of its wealthy citizens in a powerful, democratic nation that is also just and civilized.

The VOV's mission is directly related to the nation's revolutionary struggle, which is headed by the Party. To advance the causes of innovation, integration, development, national security, protection of national interests, and for the enjoyment of the people, the VOV is a channel that reflects the aspirations of the people and the requirements

Vision

Creating long-term, medium-term, and annual strategies as well as significant projects for the Voice of Vietnam, and propose them to the government and the prime minister. Then, arrange for their implementation once the proposals have been accepted. Researching, developing, and proposing national standards for distributing to the relevant authorities; implement fundamental standards as required by law. Making decisions and accepting responsibility for the information's content, programs, daily airtime on the VOV's programming channels, coverage, and impact; and direct and mentor the VOV-affiliated press agencies to strictly adhere to the organization's guiding principles, objectives, tasks, and directions of operation. Coordinating the legal creation, transmission, broadcasting, distribution, and archiving of radio and television shows, internet and print newspapers, and other media.

Mission

## 3. International Cooperation Department

### 3.1. Position and Function

The International Cooperation Department is a subordinate unit of the Voice Of Vietnam, performing the function of advising the General Director on the international cooperation programs

### 3.2. Responsibilities and duties





### 3.3. Organizational structure and leadership

The International Cooperation Department include:

- External relation Subdivision
- International Reception
- Department of International Projects and Program Exchanges



## III. OBJECTS OF THE RESEARCH

### 1. World Radio Day

#### 1.1. Overview of World Radio Day

Declared by UNESCO Member States in 2011 and adopted by the United Nations General Assembly in 2012 as International Day, 13 February has become World Radio Day (WRD). The extensive consultation process towards the establishment of World Radio Day by UNESCO began in June 2011. This process includes all stakeholders, namely broadcasting associations, public, private, community and international broadcasters, United Nations agencies, funds and programmes, theme-related non-governmental organizations, academia, foundations and development agencies as well as Permanent Delegations and National Committees of UNESCO.

#### 1.1.1. History of development

This process includes all stakeholders, namely broadcasting associations, public, individual, community and international broadcasters, United Nations agencies, funds and programmes, theme-related non-governmental organizations, academia, foundations and development agencies as well as Permanent Delegations and National Committees of UNESCO. In November 2011, at the 36th session of the UNESCO General Assembly, 13 February was chosen as World Radio Day.

The Governing Board of UNESCO has proposed to the General Assembly the recognition of World Radio Day, on the basis of a review of the feasibility of research conducted by UNESCO on the proposal of the Spanish Radio Academy. The research has been carried out by UNESCO on a wide scale, including all stakeholders, broadcasting associations; public and private international radio and television stations; United Nations agencies; funds and programs; relevant non-governmental organizations; bilateral development organizations and agencies; as well as UNESCO Permanent Delegations and National Committees. 91% of the survey responses supported the project. In 2012, the General Assembly of the United Nations Committee officially recognized UNESCO's proposal for World Radio Day and designated February 13 of each year (the founding date of the UN Radio Station in 1946) as World Radio Day.

The main objective of the selection of this day is to further raise public awareness of the public in general and of the media in particular about the importance of broadcasting; to encourage access to information through radio, and to promote international cooperation and cooperation activities between radio and television stations. The parties also proposed many ideas for celebrating this day such as: "using social networks effectively, themes each year, building a separate website to encourage online participation, producing special radio programs, exchanging programs, etc."

#### Meaning and mission

The decision to celebrate World Radio Day on 13 February, the date of the establishment of the United Nations Radio Station based at United Nations Headquarters in 1946, was proposed by the Director-General of UNESCO at the time.

WRD's goal is primarily to raise public and media awareness of the importance of radio as well as to encourage decision-makers to establish and provide access to information via radio as well as to enhance network connectivity and international cooperation between broadcasters.



## 1.2. Previous World Radio Day Events

### The celebration of World Radio Day

The celebration of World Radio Day (13 February) is an annual event. The theme of each year will be presented by UNESCO and announced to the major radio stations of the countries. In Vietnam, the celebration is held in the form of seminars and workshops with delegates who are industry insiders, have knowledge and expertise in broadcasting

**2020**

The Voice of Vietnam in collaboration with the Ministry of Information and Communications and the UNESCO Office in Hanoi organized the 2020 World Radio Day Celebration with the theme "Radio and Diversity". In the form of a seminar with the participation of many guests and delegates in the industry, to celebrate the power of Radio and discuss opportunities and challenges for Radio in the digital information era. The 2020 commemoration event was not attended by those outside the scope of Voice of Vietnam and related broadcasting parties.

**2021**

This is the 10th year UNESCO has celebrated World Radio Day. The theme for World Radio Day 2021 is "Development, Creativity and Connectivity". Voice of Vietnam held an open seminar to talk and discuss this issue.

**2022**

Vietnam Radio (VOV) held a ceremony to celebrate World Radio Day in 2022 and discussed this year's theme of "Radio and Trustworthiness". The event was attended by leaders of Vietnam Television, leaders of functional departments of the radio and the online participation of dozens of radio and television stations of provinces and cities throughout the country. With the theme "Radio and Reliability", World Radio Day 2022 affirms the role of radio in bringing accurate and reliable information sources especially in the current digital era. This is also the competitive advantage of radio compared to other types of journalism.

## 1.3. World Radio Day 2023

The theme of 12nd World Radio Day is "Radio and Peace" that is celebrated on 13rd February 2023.

In war times radio broadcasting always shows its competitive advantage compared to other types of journalism. War is the opposite of peace, which means armed conflict between nations or groups within a nation, but can also translate into conflict in media stories. Stories can increase tensions or maintain conditions for peace in a given context - for example, considerations about conducting smooth or difficult elections, the rejection or inclusion of returnees, an increase or decrease in the heat of nationalist fervor, etc. In general, radio stations shape public opinion and frame a story that can affect domestic and international situations as well as the decision-making process.

Radio can actually promote conflict but in reality, professional radio defuses conflicts and/or tensions, prevents their escalation, or brings about reconciliation and reconstruction negotiations. In a context of remote or immediate stress, independent news reporting and related programs provide the foundation for sustainable democracy and good governance by gathering evidence of what is happening, informing citizens about it impartially and based on fact, explaining what is at stake, and brokering dialogue between different groups in society.





## 2. Radio Listeners

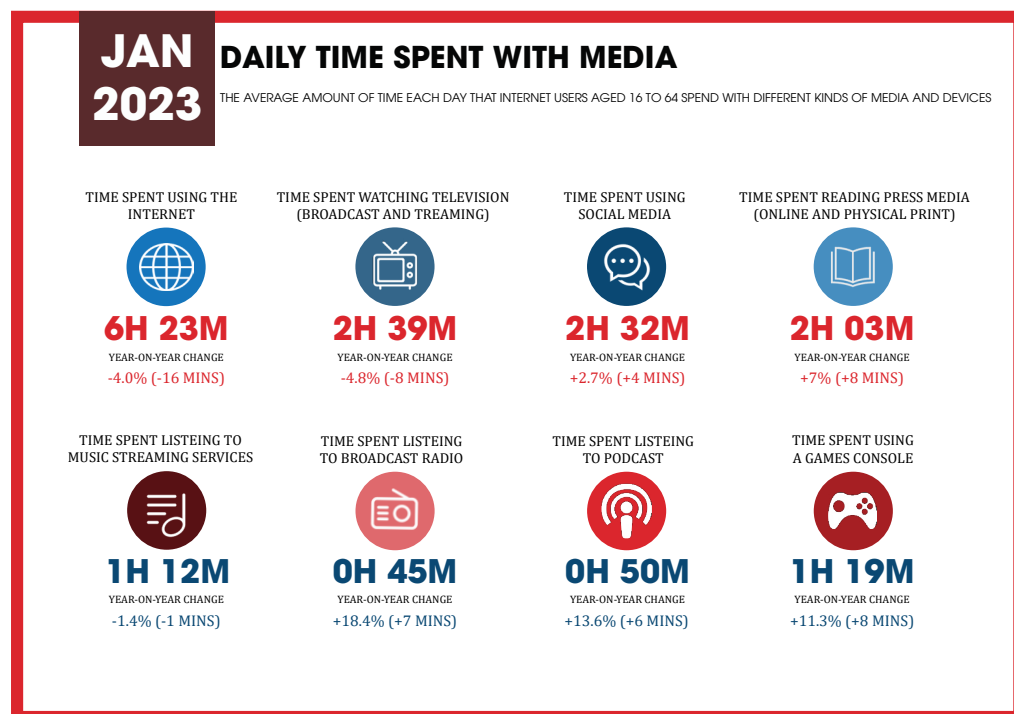
### 2.1. Overview of radio listeners

According to Kantar's survey, in 2020, 11% of Vietnam's population regularly listened to radio. The radio listening time of Vietnamese listeners is estimated at 30-45 minutes per day. The news in the country is the topic of most interest to the audience. Popular listening contents: domestic news, music on demand, Vietnamese music, international news, traffic,...



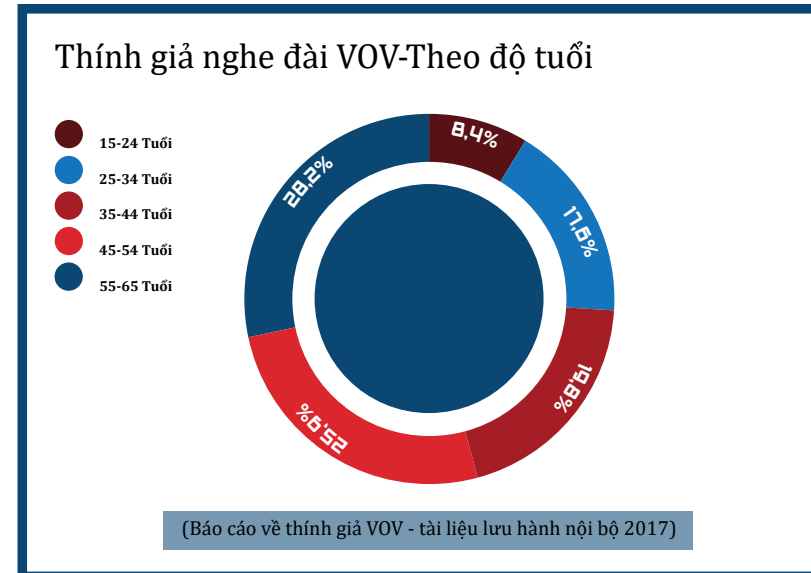
(Figure III.2.1.b: Radio highlights in Vietnam, Kantar, 2020)

Vietnamese users prioritize spending time on entertainment activities such as watching TV, television; using social networks; reading books and newspapers; listening to music, etc. 20-30% of Vietnamese people listen to the radio regularly. The average Vietnamese spends 2 hours

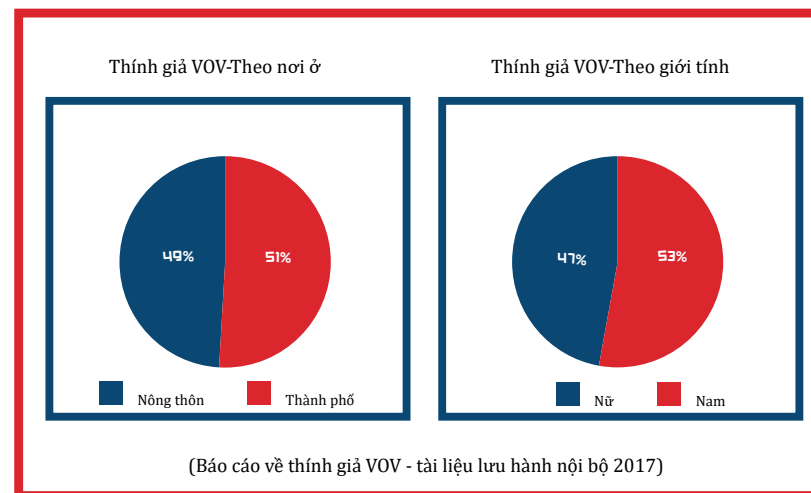


(Figure III.2.1.a: Daily time spent with media in Vietnam, Wearesocial, 2023)

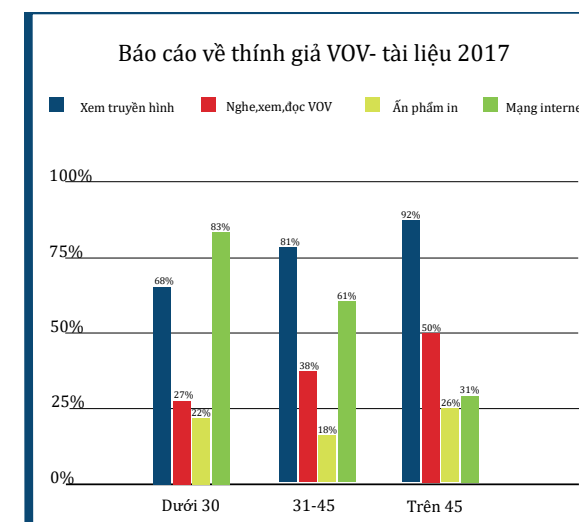
### 2.2. Analysis of the VOV listeners



(Figure III.2.2.a: Age of the VOV's listeners, Báo cáo tổng quan - Đối mới phương thức tiếp cận và thu hút thính giả trong thời đại kỹ thuật số tại đài TNVN, 2017)



(Figure III.2.2.b: Demographic of VOV's listeners, Báo cáo tổng quan - Đối mới phương thức tiếp cận và thu hút thính giả trong thời đại kỹ thuật số tại đài TNVN, 2017)



(Figure III.2.2.c: Audience's habit, Báo cáo tổng quan - Đối mới phương thức tiếp cận và thu hút thính giả trong thời đại kỹ thuật số tại đài TNVN, 2017)

To find out the difference in the number of listeners listening to the VOV radio, we have taken the source materials from the VOV library and the latest survey of the VOV audience conducted in 2017. . Listeners are mostly between the ages of 54 and 65. The audience from 15-34 is accounting for a quarter of the total number of listeners listening to the radio.

Listeners to the radio had no major differences in residence or gender. The number of listeners in the city is 3% higher than in rural areas and 6% higher than that of women.

According to the report, young people tend to approach trend, that is, new media such as the internet attracts younger people, and this is the opposite in the elderly group. Television remains the most popular media of all ages. Print publications are still in use but are not very popular.

## 2.3. Changes in the means of listening radio

The trend of listening to the radio on platforms other than traditional radio was recognized by Vietnamese radio. The association of radio and digital presents radio stations with a significant chance to draw in new listeners. A lot of stations, like the VOV and the VOH, have made an effort to leave the "safe zone," starting with a diverse range of programming and moving on to updating on several digital platforms like Facebook, Youtube, websites... and boosting listener contact. According to a survey by Kantar Media Vietnam in 2020, 27% of listeners listen to radio via apps, and 10% listen directly on the station's website. Despite this, the number of listeners from these platforms is still slowly increasing.

VIETNAMESE RADIO



HOW RADIO LISTENING

The way the audience listen to the radio is also changing markedly, although listening to the radio at home still accounts for the highest audience of 52%, the number of people listening to the radio on the car is also up to 48%, indicating that the trend of radio use of the audience is changing. change no longer just listen to the radio at home anymore. Moreover, with the current digital transformation era, it is very easy to have a smartphone, from which the need to listen to the radio at all times also increased to

## 3. Gen Z

### 3.1. About GenZ

Gen Z (Generation Z) is the demographic group that follows Gen Y ( Millennials) and pre-Alpha generation. Gen Z is a group of people who were born between 1997 and 2012. Typically, Gen Z is the offspring of Gen X ( born between 1965 and 1979).

This is the first generation that came out in the era of advanced technology. In addition to Gen Z, it is also known by many other names such as iGen, iGeneration, Gen Tech, Net Gen, Zoomers...

DEFINITION

According to statistics around the world, there are about 2.6 billion people in Generation Z, accounting for about a third of the population. In Vietnam, Gen Z has about 15 million people, accounting for about 25% of the national workforce.

CHARACTERISTICS

Picking up new trends: Currently, Gen Z is the trendsetter, leading the latest trends on social networks. There is no denying the influence of Gen Z when most of the hot trends of young people today come from this group.

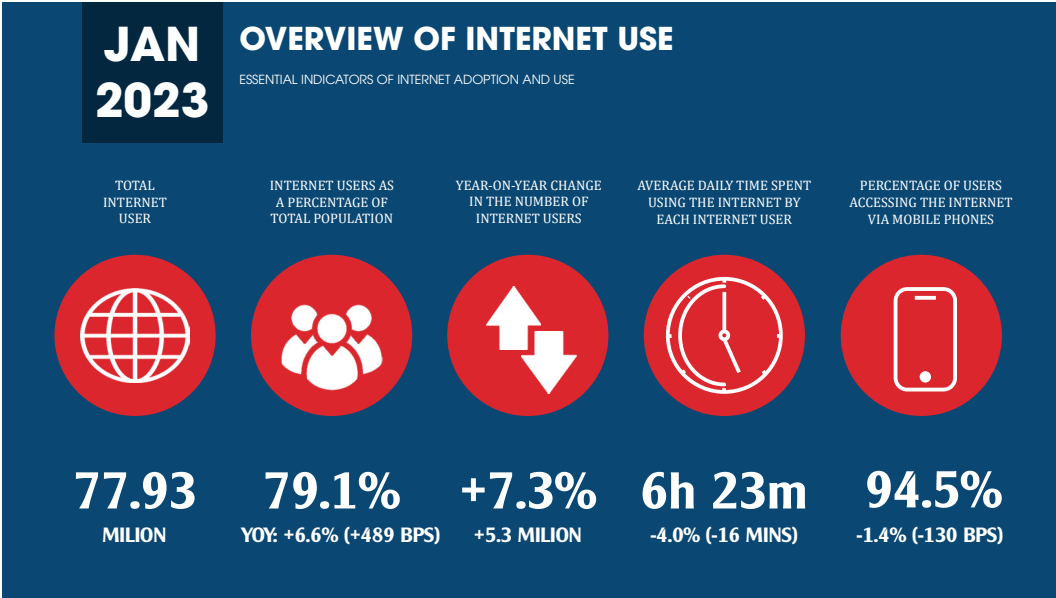
Dare to express opinions: Generation Z people bravely break the old stereotype, are not afraid to share their opinions and opinions. Generation Z are people who are not afraid to express themselves and in an era where debates around gender equality and free life are less demanding.

Consumption wise: Generation Z is living and developing in modern times, advanced technology should have more options in consumption. They tend to trust real reviews more than advertisements from brands or celebrities. Moreover, the consumer behavior of buyers has also changed: they accept to spend large amounts of money on products and services with famous brands, quality with long-term use value.



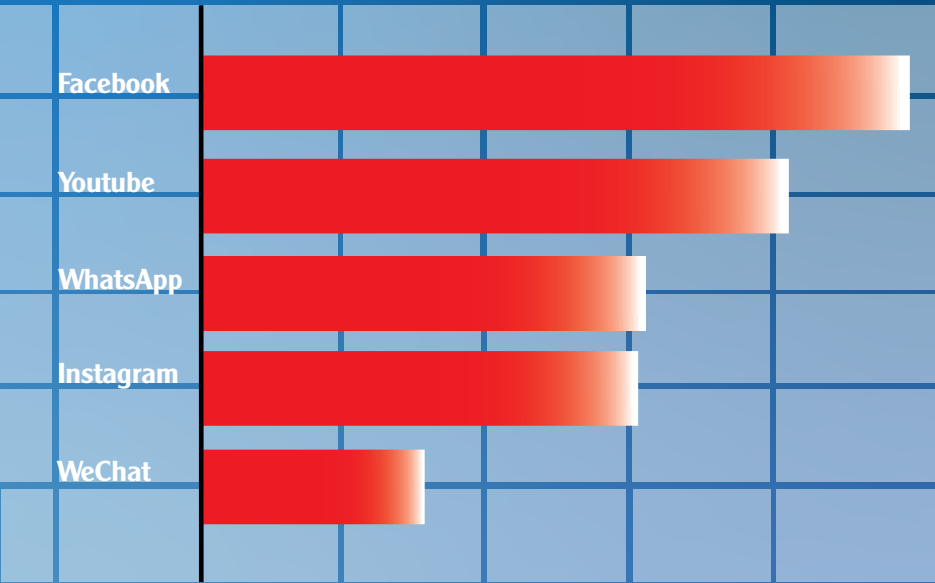
### 3.2. Gen Z's Internet usage behavior

As of February 2023, Vietnam had 77.93 million internet users, accounting for 79.1% of the population. In particular, the number of users aged 18-35 years accounts for more than half of the total: 56.4%. The number of Internet users in Vietnam is also on the rise, up 7.3% from January 2022 to January 2023. This number is predicted to grow in the future, as digital technology develops.



(Figure III.3.2.a: Overview of Internet use in Vietnam, Wearesocial, 2023)

#### Most popular social networks worldwide as of January 2023 ranked by number of monthly active users (In millions)



(Theo thống kê Statista 2023)

(Figure III.3.2.a: Overview of Internet use in Vietnam, Wearesocial, 2023)

Vietnamese people spend more than 6 hours a day accessing and using the Internet for various purposes. There are common purposes such as: connecting with friends and relatives; searching, updating information; watching movies, entertainment; searching for products; listening to music,...

### Gen Z uses the Internet for a variety of purposes:

#### A virtual space for communication and connection

Young Vietnamese people like connecting online with friends, family, and others who share their interests, just like young people all throughout the world. Social media is primarily used to connect like-minded individuals and serves as the foundation for developing real-world relationships. Facebook, Instagram, and Zalo are the key social media sites in this case.

#### The commodities and services industry

The topic of e-commerce has come up in focus group discussions and interviews with young entrepreneurs, and it is becoming more and more well-liked among young Vietnamese people who act in both buyer and seller capacities. Internet users have the convenience and chance to make enough money to support themselves thanks to marketplaces and delivery services. Young women are particularly fond of livestream sales, which involve broadcasting and direct spectator interaction on social networks, including Facebook groups. Online applications are also available for hotel and transportation services; one such application is Grab's horizontal integrated marketplace. When making purchases online, e-wallets and banking apps offer convenient payment options. Facebook, Sendo, Shopee, and Tiki are notable platforms and apps.

#### Recruitment Network

The two most dependable sources of employment and educational opportunities are the Internet/websites (57%) and social networks (51%). In older age groups, trust levels rose (56% and 60%, respectively, for those between the ages of 25 and 30, compared to 44% and 47% for those between the ages of 16 and 19). The panelists said that Facebook groups are frequently used to streamline the job-hunting process for young people.

#### Entertainment platform

Focus group speaks revealed that the majority of respondents' preferred form of entertainment is watching media content. Vietnamese youth who use the internet consume a variety of media, including short videos, vlogs, game streaming, prank and meme videos, music videos, live performances, and online music.

### 3.3. Gen Z media outreach trends

According to statistics of Vietnamese press agencies in 2021 of the Vietnam News Agency, the number of Vietnamese newspapers is very large, the press mainly appears and participates in all events to bring information to the people every day. Specifically, there are:

72 units have licenses for radio and television activities.

In particular, there are 2 national radio stations, 1 digital television station, 64 local television stations and 5 television career units without a separate television infrastructure agency.

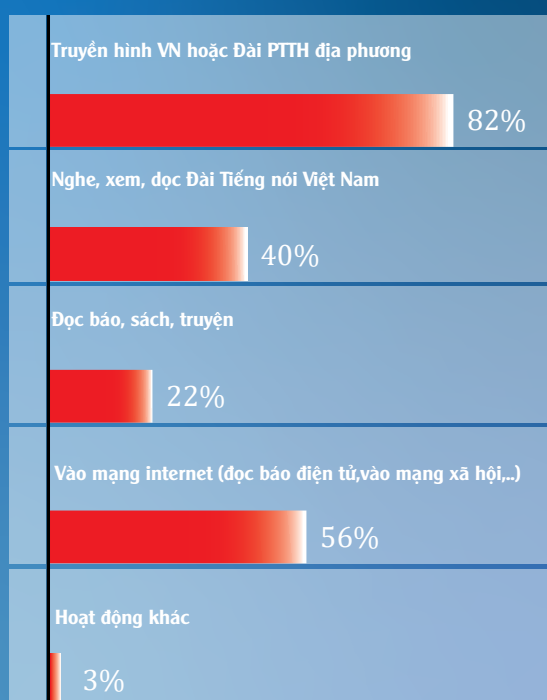
816 press agencies (including print and online)

In addition to licensed journalism, there are also websites and social media, channels of organizations, businesses or even individuals such as Kol, Influencers.

The digital transformation and use of digital journalism is on the rise along with the development of multimedia technology. As new technologies become cheaper and more ubiquitous, digital and social platforms emerge and have changed traditional journalism. One-sided, limited, and slow news now provided by traditional journalism puts readers in the shoes of passive buyers. However, the Internet brings new opportunities for both journalism and readership in terms of immediacy, access, consumption and engagement. In recent years, the news media has turned into online journalism. According to official statistics, in Vietnam, in the past five years, the development of electronic journalism (including newspapers and electronic magazines) has accelerated. At the end of 2013, Vietnam had 92 electronic press agencies, but by mid-2018, it had increased to 159 newspapers and electronic magazines. Along with the strong development of the Internet today, Vietnamese readers have

changed their habits, moving from traditional journalism to digital platforms such as online journalism, helping them access information easily and quickly, accurately and interactively on the Internet. The application of digital transformation in journalism is an important step forward, creating more value than traditional methods (less feasible due to cost and human resources). Moreover, the Government of Vietnam is simultaneously setting a target of 100% of press, radio and television agencies to implement digital transformation in the period of 2021-2030, with a vision to 2050. Although the internet newspaper has many advantages over other means, not everyone has access to it (the elderly, people without smartphones, the poor...) so television is still the most chosen medium. The press agency is full of modern and traditional media, but due to too much competition, the 40% rate of VNA is in line with the current reality.

#### Khảo sát thính giả nghe đài VOV 2017



(Figure III.3.3.1.b: The VOV Audience Survey in 2017, Báo cáo tổng quan - Đổi mới phương thức tiếp cận và thu hút thính giả trong thời đại kỹ thuật số tại đài TNVN, 2017)



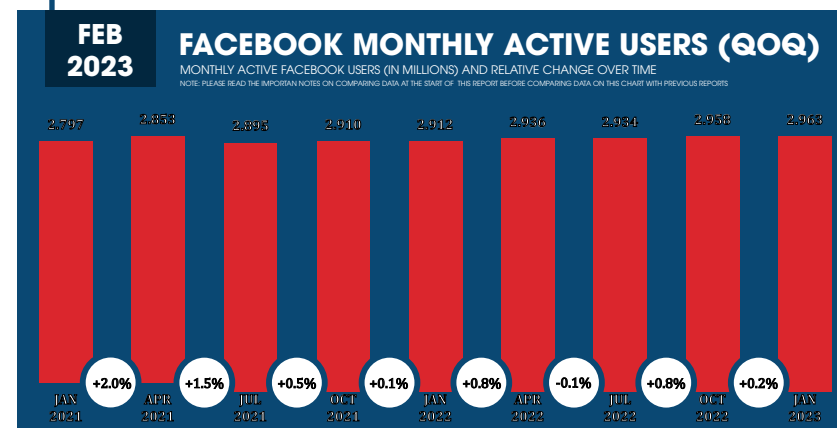
(Figure III.3.3.1.a: Press agencies in Vietnam in 2022, Vietnam News Agency, 2022)



### 3.3.2. Social networking platforms

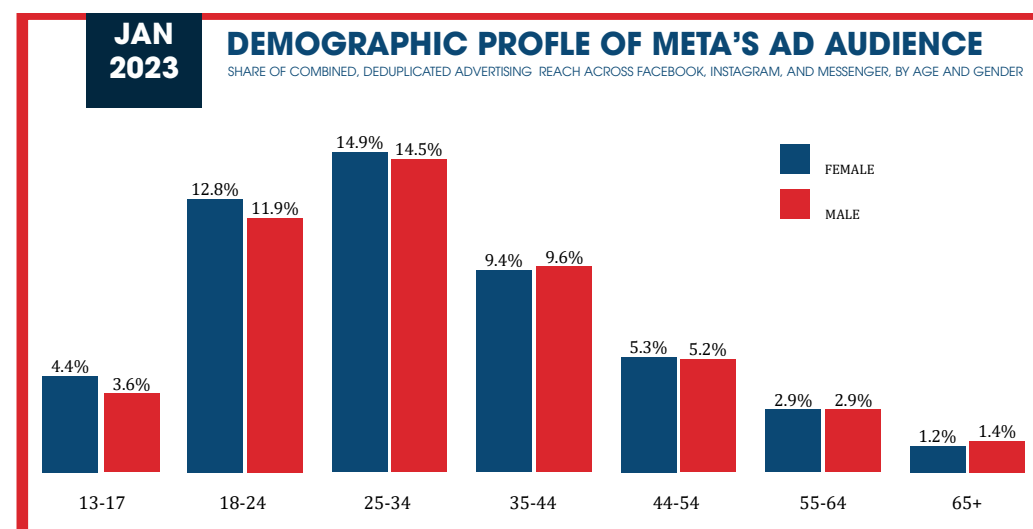
## FACEBOOK

In the world, Facebook is the social networking platform with the most users in the world as of January 2023. Facebook's monthly active users are still growing at a staggering 51 million (from January 2022 to January 2023). With the development and fierce competition from many other social networking platforms, Gen Z has more and more choices. However, Facebook is still one of the irreplaceable secondary social networking platforms with more than 1 billion users between the ages of 18 and 34.



(Figure III.3.3.2.a: Facebook Monthly active users, Wearesocial, 2023)

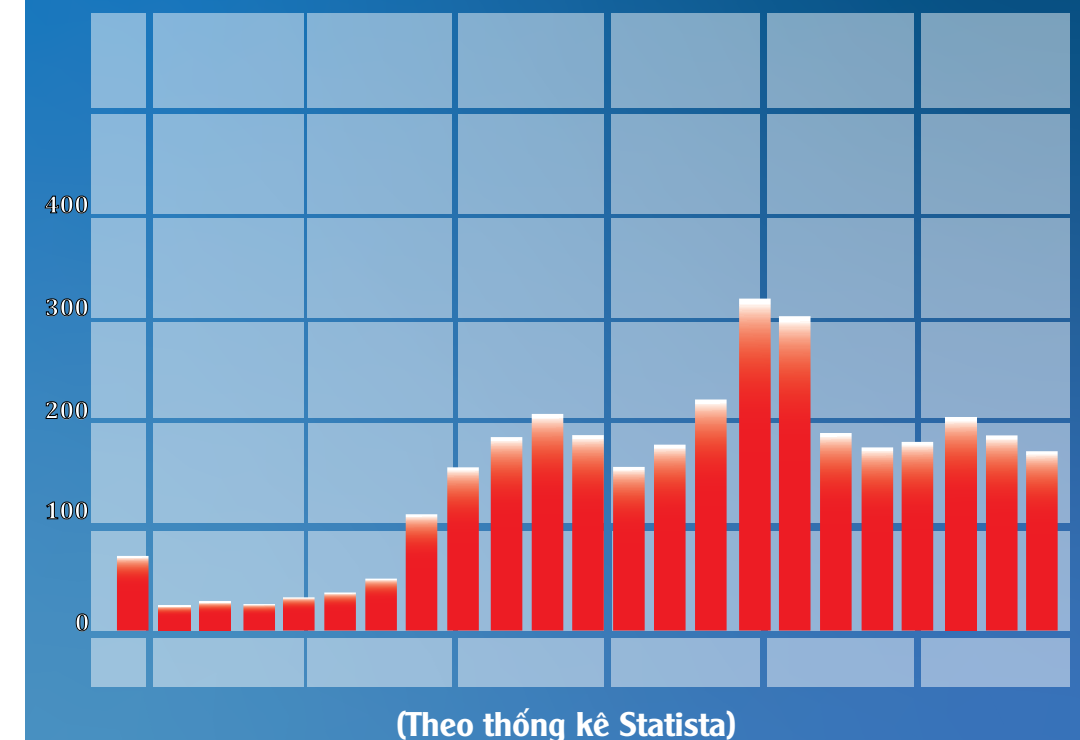
In Vietnam, Facebook is still the most popular social networking platform. According to NapoleonCat statistics, as of January 2023, there were 74,782,800 Facebook users. In particular, the age range from 18 to 34 accounted for 53.9%. Between the ages of 18 and 34, women tend to use Facebook more than men, but not significantly. This is the main platform that young people use to update information and entertainment activities.



(Figure III.3.3.2.d: Demographic profile of in Vietnam, NapoleonCat, 2023)

## TIKTOK

### Number of first-time TikTok installs from 2nd quarter 2016 to 4th quarter 2021(in millions)



(Theo thống kê Statista)

(Figure III.3.3.2.b: Most popular social networks worldwide as of January 2023, Statista, 2023)

#### In the world

In the world, TikTok is a popular social networking platform with a high level of new users joining. With the outbreak of COVID-19 causing millions of people to work and study at home and have a need for entertainment, TikTok has exploded. Short-form video content has also become a popular form of communication.

According to Datareportal's data analysis, in 2023, Vietnam will become the sixth country in the world with 49.9 million users aged 18 and over. In particular, the main users from the age of 18 to 34 account for more than 70%.

#### In VietNam

As of early 2022, TikTok has 31.92 million users over the age of 18. Of these, 53.5% are female and 46.5% are male. TikTok's reach was equivalent to 55.4% of its local internet user base at the beginning of the year, regardless of age.

According to an internet user survey conducted in Vietnam in the first quarter of 2022, the percentage of TikTok users in Generation Z reached 72%, showing a strong increase compared to the previous quarter. For comparison, about 32% of internet users in this age group used TikTok in the first quarter of 2020.



### 3.4. GenZ's modern audio listening trends

## PODCAST



(Figure III.3.4.a: Number of podcast channels published from 2019 to 2021, 2021)

According to Statista, by the end of 2022, it is estimated that podcast listeners will account for more than 20% of all Internet users worldwide (about 424 million people). Podcasts are defined as a digital audio file consisting of speech, music, etc. that is uploaded to the network so that listeners can freely access it. Unlike radio, where programs are broadcast on available schedules and disappear shortly after airing, podcasts are a form of on-demand content. Audiences are free to choose to listen to the podcast anytime, anywhere, and can rewind as they like.

The trend of listening to podcasts in Gen Z is blooming. According to a survey by YPulse, 62% of young consumers aged 13-39 listen to podcasts, with 26% reporting that they listen to podcasts every week. Figures show that Gen Z now has the ability to listen to podcasts like Millennials. From 2019 to 2021, podcasts are growing rapidly. There have been over 2,900 channels (over 76,000 episodes) of podcasts distributed across 124 different genres. In addition, the largest increase in podcast listeners over the past year has come from people between the ages of 12 and 34.

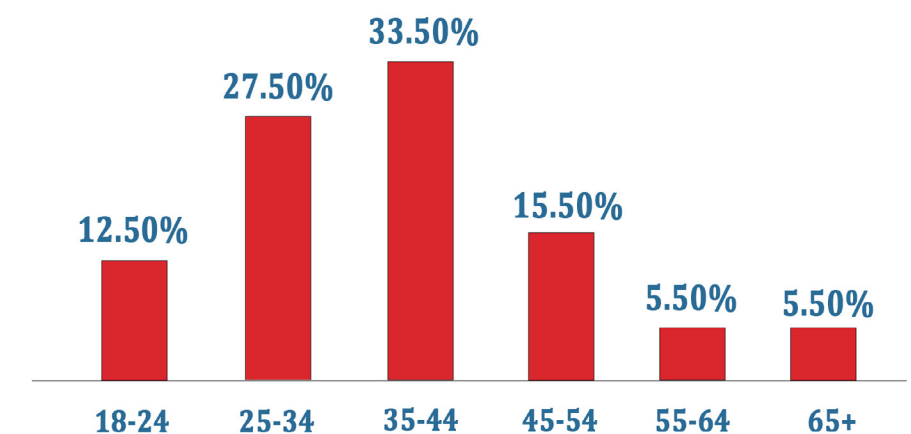
## IV. CONTENTS OF THE RESEARCH

### 1. Current radio status for Gen Z listeners

Although radio is a mainstream media channel with state patronage, the majority of radio listeners are aged 35 to 44. Gen Z is a generation born and raised in the era of explosive digital technology, strong digital communication channels that hinder radio broadcasts to reach this audience. They are not the main audience listening to radio, but according to the survey statistics of the VOV, listeners aged 18-30 still account for 25% of the total number of radio listeners today.

Instead, this group of people regularly visited the website of the online newspaper to broadcast updates, search for information and listen to live radio programs

#### ▶ PHÂN BỐ THEO ĐỘ TUỔI



(Figure IV.1.a: Age of VOV audiences, Báo cáo tổng quan - Đổi mới phương thức tiếp cận và thu hút thính giả trong thời đại kỹ thuật số tại Đài TNVN, 2017)

To learn more about the current state of radio for the Gen Z audience, our project team conducted an interview with 2 groups of subjects: students aged 18 - 25 years old and a group of experts (who have deep knowledge and work in the field of radio).

#### Group of students (18 - 25 years old)

We interviewed and spoke with 20 students aged 18-25 to clarify the radio broadcast from a young perspective.

STT	Câu hỏi
1	Bạn thường tiếp cận thông tin bằng loại hình truyền thông nào?
2	Những nội dung bạn cảm thấy thu hút trên các nền tảng truyền thông?
3	Bạn có thường xuyên sử dụng các công cụ nghe radio không?
4	Bạn thường nghe radio trên các nền tảng nào?
5	Theo bạn, phát thanh có vai trò gì trong cuộc sống?
6	Theo bạn, các đài phát thanh hiện nay nên làm gì để có thể tiếp cận rộng rãi hơn tới người trẻ, đặc biệt là gen Z?

(Table IV.1.c: Interview answers summary for group of student from 18 - 25 years old)

In the interview, Gen Z didn't really focus on radio broadcasting. Instead of accessing information through radio, most of them tend to learn on social networking platforms. Radio in the current Generation Z is simply an information transmission too, entertaining but not really attracting a young audience. Young people tend to be attracted to entertainment content, and social media is a suitable means to use, highly entertaining. Besides, the platform also has a powerful and convenient connection function, which current broadcasting cannot do. Therefore, in order to have wider access to Gen Z audiences, radio broadcasters need to diversify forms of transmission, be flexible in content, and be able to combine radio communication on social networking platforms.

Experts group

We had the opportunity to interview and discuss with Mr. Dong Manh Hung, Head of the Editorial Secretariat of the Voice Of Vietnam; Ms. Nguyen Thuy Hoa, Head of the International Cooperation Department of the Voice Of Vietnam; Ms. Tran Thanh Hai, an expert of the International Cooperation Department of the Voice Of Vietnam; Ms. Hoang Hoa Binh, an expert of the International Cooperation Department of the Voice Of Vietnam on issues related to the field of the radio broadcasting.

STT	Các câu hỏi
1	Phát thanh có ưu điểm gì so với các loại hình âm thanh khác?
2	Phát thanh hiện nay cần thay đổi gì để có thể tiếp cận rộng rãi đến những người trẻ?
3	Theo bạn, phát thanh sẽ có xu hướng phát triển ra sao trong tương lai?

(Table IV.1.d: Interview questions for experts group)

STT	Tổng kết các câu trả lời
1	Phát thanh là loại hình có ưu thế, thông tin nhanh, quá trình tiếp nhận dễ dàng, phương tiện nghe đơn giản, hình thức thông tin sống động nhờ sử dụng hiệu quả các phương tiện lời nói, tiếng động, âm nhạc. Đặc biệt, mọi người ai cũng có thể tiếp cận tới phát thanh.
2	Một trong những thách thức lớn đối với phát thanh là hiện nay, có rất nhiều kênh truyền thông, nền tảng để giới trẻ tiếp cận, thu thập thông tin, đồng thời để giải trí. Vì vậy, phát thanh phải linh hoạt hơn trong việc xây dựng nội dung để phù hợp với công chúng trẻ. Đồng thời, phát thanh cần nghiên cứu để thay đổi cách thông tin tới giới trẻ, không phải những câu từ cứng nhắc mà phải mềm mại, uyển chuyển. Phát thanh phải giúp cho khán giả trẻ có cơ hội tương tác, chia sẻ những quan điểm, suy nghĩ, tạo sân chơi cho giới trẻ có thể thể hiện được bản thân mình trên báo chí, trên các kênh truyền thông. Phát thanh cần tạo điều kiện cho công chúng trẻ trở thành những đồng sản xuất, đồng sáng tạo trong các chương trình phát thanh.
3	Phát thanh phải nắm lấy cơ hội khi nền tảng số và chuyển đổi số đang phát triển mạnh mẽ trong thời đại công nghệ hiện nay, tạo ra các nền tảng số để phát thanh giữ vững chỗ đứng trong lòng công chúng khi khán giả tiếp cận thông tin. Podcast là một trong những kênh truyền thông truyền tải phát thanh tiềm năng và gần gũi với giới trẻ.

(Table IV.1.e: Interview answers summary for experts group)

Through two interviews with two different focus groups, our team came to a conclusion as follows. In order to bring radio closer to young people, it is necessary to first diversify content and flexible approach through communication channels, especially social networking platforms. Instead of merely being a channel to provide information and news to young people, radio needs to be shown as a media channel that is highly entertaining and interactive.

2. Radio access to Gen Z

As the Internet and social networks have developed, radio has taken advantage of the advantages to perform online broadcasting methods, on-demand, podcasts, live streams... creating "radio stations without antennas", meeting the need to listen on demand, listen at any time, listen to anything and can "see" the radio... radio stations have also created apps on smartphones so that the public can just click to listen to radio stations' programs... without limitation of geography, time, culture or language. In 2020, the VOV has added multimedia categories including many sub-categories such as : infographic, e-magazine, video. In addition, the radio station also launched Youtube and Tiktok channels with millions of followers.



2.1. VOV on other platforms

Hệ	Nội dung	
VOV 1	Các nền tảng: trang web, youtube, fanpage và đặc biệt là podcast đã được VOV1 quan tâm và ngày càng chú trọng phát triển trong thời gian gần đây	
	Trang subdomain của VOV1	Thông tin được cập nhật thường xuyên, dày đặc, khi đăng tải được bố trí ở các mục theo từng lĩnh vực
		Trang đã có thay đổi, cập nhật nhanh, nhiều nội dung phong phú. Tuy nhiên, chủ yếu vẫn là cánh tay nối dài của phát thanh với cách giới thiệu không khác mấy phần dẫn của chương trình phát thanh để đính kèm link chương trình. Các tit của các chương trình, bài viết chưa được quan tâm sao cho hấp dẫn hơn vì vẫn dựa nhiều theo văn bản phát thanh
		Trang subdomain thiếu điểm nhấn và dày đặc chữ. Trang chủ có tất cả 10 mục thì 3 mục top đầu na ná như nhau: Tin mới cập nhật, Thời sự và Theo dòng thời sự.
		Màu sắc trang chủ chưa thật hài hòa. Chưa có nhiều thể loại trên web.
		Hiện VOV1 chưa có bộ mẫu chuẩn (Template). Tuy nhiên, đã có quy định chung cho thể loại video khi xuất bản như: Tỷ lệ khung hình, độ phân giải, định dạng; Có logo chuẩn của VOV; Video phải có giới thiệu VOV1 ở đầu (5s) và cuối (5s); Đồng nhất về cỡ chữ, font chữ, màu chữ, khoảng cách cho các nội dung text trong video.
	Trang Fanpage VOV1 News:	Thực hiện livestream nhiều chương trình trực tiếp
Tin tức cập nhật, phong phú, hình ảnh hấp dẫn hơn so với web. Tuy nhiên, ở trang fanpage chưa thấy sự xuất hiện nhiều các thể loại khác của nội dung số như infographic, eMagazine.		
Từ 2019, VOV1 triển khai podcast trên các nền tảng: Apple podcast, Google odcast, Castbox; Spotify.		
VOV 2	Trang subdomain vov2.vn: Các mục trên web được chia theo lĩnh vực nội dung của Kênh:	Các tin, bài biên tập lại từ các chương trình phát thanh, đẩy lên các mục phù hợp. "Sản xuất mới các sản phẩm media: cập nhật thông tin, phỏng vấn, phóng sự, chùm ảnh, video clip, infographic... với các đề tài nóng, cập nhật sự kiện, các vấn đề quan trọng liên quan đến các lĩnh vực của Kênh."
	Hình thức	Quy định cụ thể về các đầu mục và thứ tự các đầu mục như: TOP/Cover story, Bàn và luận, Đời sống xã hội, Văn hóa-giải trí, Thể thao, Pháp luật, Sức khỏe, Chuyện thầm kín, Người cao tuổi, Bài ca người lính, VOV2 kết nối.
		Màu sắc chủ đạo của trang: màu xanh (navy blue)/màu đỏ (red) như trong bộ quy chuẩn logo VOV
		Quy định về phông chữ, độ phân giải hình ảnh, tỷ lệ hình ảnh và cửa sổ media, chuẩn nén và định dạng đóng gói video, chuẩn audio.
	Trang Fanpage VOV2 Cuộc sống muôn màu	Các thông tin được cập nhật liên tục, nhiều tin bài được link từ trang web sang, đồng thời song cũng có nhiều tin được biên tập riêng. Frame cho Fanpage cũng được thay đổi với màu xanh, trắng là chủ đạo và được thiết kế ngày càng chuyên nghiệp.
	VOV2 cũng xây dựng kênh youtube, zalo riêng, phát triển podcast trên nền tảng itune, spotify, google podcasts.	

Hệ	Nội dung	
VOV 3	Trang subdomain của VOV3	Thiết kế đơn giản, các thông tin mới và các chương trình của Kênh chưa được cập nhật liên tục.
	Trang Fanpage của VOV3 (VOV3 Music)	Thời gian gần đây có những bước khởi sắc khi giới thiệu, quảng bá, livestream các sự kiện âm nhạc lớn do VOV3 tổ chức hoặc livestream một số chương trình mới
	Bắt đầu chú trọng phát triển Kênh youtube VOV3.	Với VOV3, việc phát triển trên nền tảng nội dung số khá thuận lợi do các nội dung dễ lan tỏa bởi liên quan đến lĩnh vực giải trí, khách mời hầu hết là người nổi tiếng. Tuy nhiên, thời gian qua, VOV3 chưa thật sự có sự quan tâm cho việc phát triển nội dung số nên việc update thông tin, các chương trình mới trên web chưa được chú trọng.
VOV 4	Dù không có kênh phát sóng riêng nhưng VOV4 đã xây dựng được một số chương trình có thương hiệu, có fanpage riêng để quảng bá, đăng tải nội dung như: Kết nối 54, Sắc màu dân tộc Việt Nam và Khởi nghiệp ở vùng dân tộc thiểu số. Các fanpage này nhận được sự tương tác khá tích cực của công chúng, nhất là fanpage chương trình Kết nối 54.	
	Trang subdomain của VOV4	Thiết kế gần giống VOV 1
		Về cách bố trí thông tin, hình ảnh: khá thoáng, thông tin khá hấp dẫn. Các tin bài được cập nhật liên tục, các phóng sự ảnh và video clip cũng góp phần làm tăng sự hấp dẫn cho trang
VOV 5	www.VOV.world.vn	Trang vovworld.vn là trang thông tin điện tử, không phải subdomain, có giao diện khá hiện đại, thoáng, màu sắc trang nhã. Tuy nhiên, các phân mục trên trang không rõ là theo lĩnh vực hay theo chương trình.
	Media	Hình ảnh, video clip trên trang được thực hiện khá tốt
VOV 6	Trang subdomain của VOV6	Sau một thời gian cùng chung trang subdomain với VOV2 thì VOV6 đã phát triển trang web riêng của mình và ngày càng được quan tâm phát triển.
		Phân bố các chuyên mục, hình ảnh thông thoáng, hợp lý
		Hình ảnh chủ yếu là khai thác trên internet. Ảnh phóng viên tự chụp chủ yếu là hình ảnh trong phòng thu.
		Nội dung trên web cũng tương đối đơn giản: các mục chủ yếu là tên chương trình và nội dung trên web là tên các chương trình, đính file âm thanh
	Trang Fanpage của VOV6	Các thể loại nổi bật của nội dung số như video clip, infographic, eMagazine
VOV Giao Thông	Trang subdomain của Kênh Giao thông khá chuyên nghiệp. Nội dung, hình thức trên trang tương đối phong phú, đa dạng.	Được cải tiến với các nội dung và hình thức ngày càng hiện đại hơn. Chú trọng giới thiệu các chương trình đã có thương hiệu, chương trình mới của VOV6.
		Nhiều chương trình có thương hiệu của VOV6 đăng phát trên youtube (do VOV Live xây dựng) đã thu hút một lượng lớn người theo dõi.

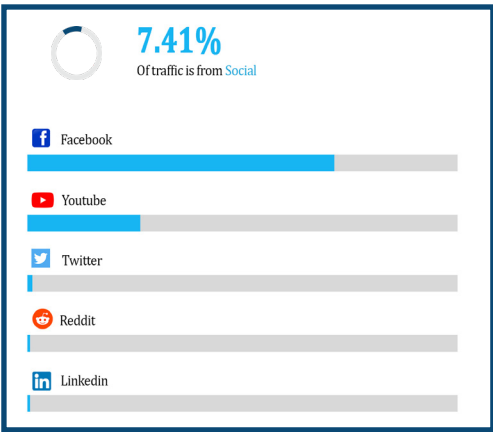
(Table IV.2.1.a: The VOV Channels, Tài liệu của phòng biên tập VOV)

Facebook

In general, the distribution of content on Facebook is not in the overall strategy of the VOV, still on a spontaneous perspective based on the needs of content producers. It is known that there are currently 7 official fanpages named after the production unit launched by these units. (In addition, individual programs have their own fanpages created by the producers themselves to promote their programs.)

Page	Total Likes/Follow
Kênh truyền hình VOVTV	4.383
VOV 1	4.748/5.241
VOV 2 DAI TIENG NOI VIET NAM	626/651
VOV3 Music	2.549/2.558
VOV4 Hệ phát thanh dân tộc	80/81
VOV Giao thông	95.045/101.096
Báo điện tử VOV	251.333/256.536

(Table IV.2.1.b: Total like and follow of the VOV Fanpage, Facebook, 2023)



(Figure IV.2.1.c: Traffic from the VOV social media, vov.vn, 2018)

Fanpage of the VOV Online Newspaper has the highest viewer index. The following image shows that, of 7.41% of traffic from the social segment of vov.vn, traffic from Facebook accounted for 72.45%.

TikTok

Although the VOV just joined Tiktok platform not a long ago, the VOV’s TikTok accounts get a lot of attention from millions of followers.

**vovtvgiaitri**  
VOVTV Giải trí

Follow

3 Đang Follow 321.1K Follower 1.6M Thích

Những tin tức showbiz, giải trí hot nhất 🍷

facebook.com/vovtvgiaitri

**truyenhinhvov** ✓  
VOVTV

Follow

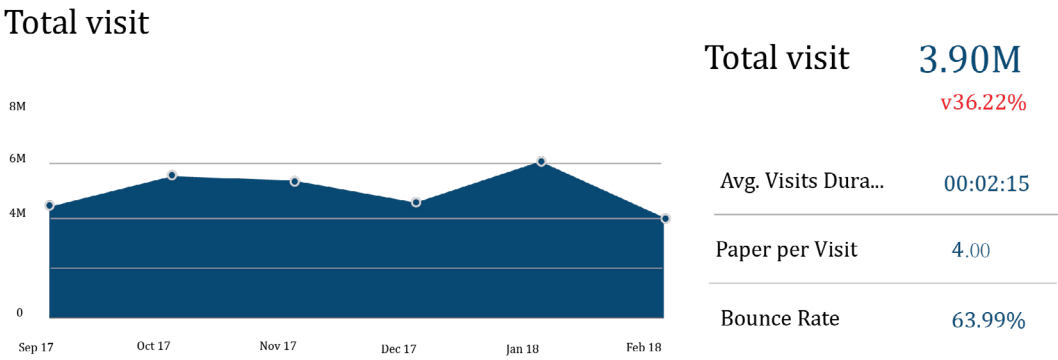
8 Đang Follow 2.2M Follower 41.5M Thích

Những tin tức mới nhất, những vấn đề nóng nhất.

truyenhinhvov.vn

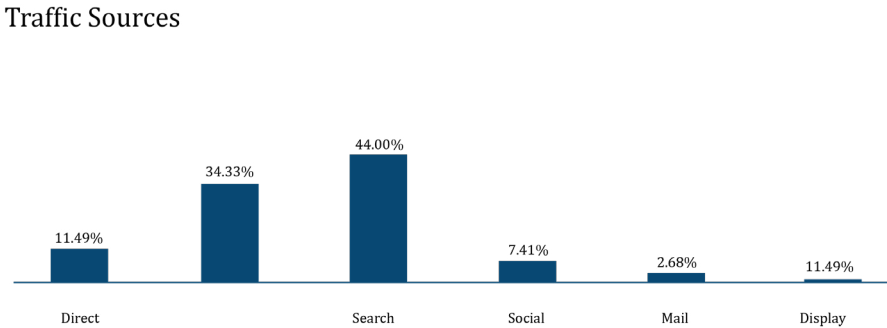
2.2. The VOV online newspaper

VOV.vn was officially launched on February 3, 1999, opening the stage of bringing the national radio site to the global information network. Since 2004, VOV.vn has put into operation video in newspapers. In August 2005, the VOV news officially broadcast online 4 radio systems of Vietnam Television: News - Politics - Synthesis (VOV1); Culture - Life - Science system (VOV2); Music and Information - Entertainment system (VOV3); External Broadcasting system (VOV5) from 5h to 24h daily.



(Figure IV.2.2.a: Total visits the VOV website from 17 September to 18 February 2018, vov.vn, 2018 )

- Direct traffic to your site is 11.49%.
- Referral traffic accounted for 34.33%
- Search traffic (typing keywords on Google) accounts for 44%
- Traffic through social media accounts for 7.41%
- Remaining through other sources



(Figure IV.2.2.b: The VOV audience traffic sources, vov.vn, 2018)

In order to reach closer to the public, especially the Gen Z generation, in addition to changing the form of radio more diverse and multi-dimensional, radio stations also focus on building and developing content. Up to the present time, the transformation of personnel in the organizational structure of radio stations, with the participation of many young reporters newly recruited with skills in technology, techniques, creative data journalism appeared more and more and received the support of the target group (Gen Z)

CONCLUSION

Radio is a type of mainstream media that plays many important roles in life. Currently, due to the outstanding development of science and technology, many new forms of communication have been born, fiercely competing with radio. In particular, the Z generation was born in the era of digital technology 4.0, soon exposed to new communication platforms, especially social networking applications such as Facebook, Tiktok, Instagram,.. Although it has changed and improved to keep up with the pace of digitization, the popularity of radio to Gen Z young people has not been effective. Through the research, the team can plan specific deployments for the campaign with radio events and cross-platform communication activities aimed at bringing radio closer to the target audience.



# DEVELOPMENT & PLANNING

## I. Customer Journey

## II. Source of growth

## III. Customer Insight

1. Persona
2. Insight

## IV. Goals & Objectives

1. Goals
2. Objectives

## V. Brand Identity

1. Color Palettes
2. Slogan
3. Hashtag

## VI. Communication Strategies & Tactics

1. SWOT models
2. Strategy
3. Tactics
4. Action Plan

After a thorough study of the Subject, Object, Content and Method of the Research, we start drawing the campaign plan. In the planning section, we defined the strategy and tactics of the campaign, and to better understand the target audience, the team explored the customer journey and selected communication channels with high popularity with Z generation. To minimize possible unexpected situations, we have carefully calculated and managed the project with risk management, human resource management and cost management.

## GOALS

- Reach out to GenZ and encourage young people to pay attention and use radio frequently
- Spread the role and meaning of radio in life.

## AUDIENCE

- Age: 18 25 (Gen Z)
- Gender: Male/Female/Others
- Status: Student in Universities

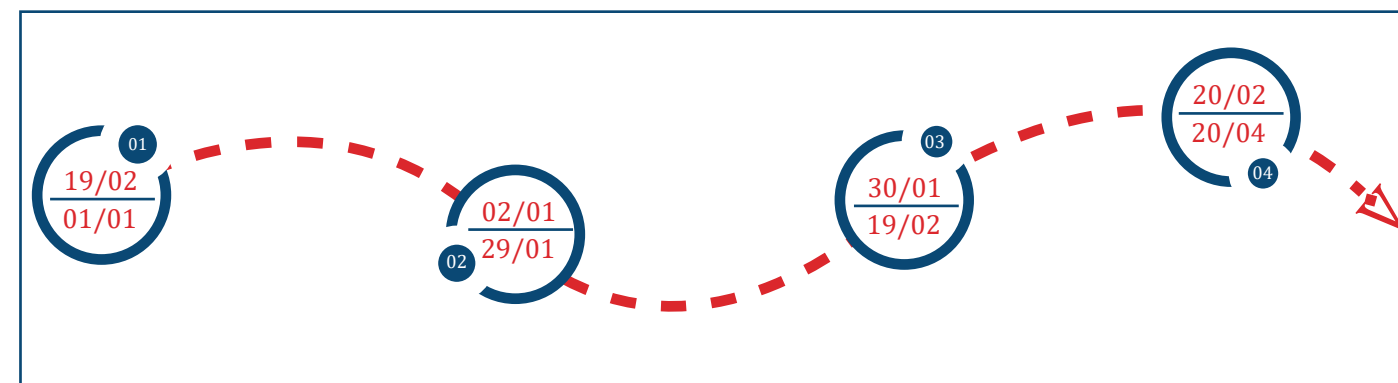
### Color Palettes



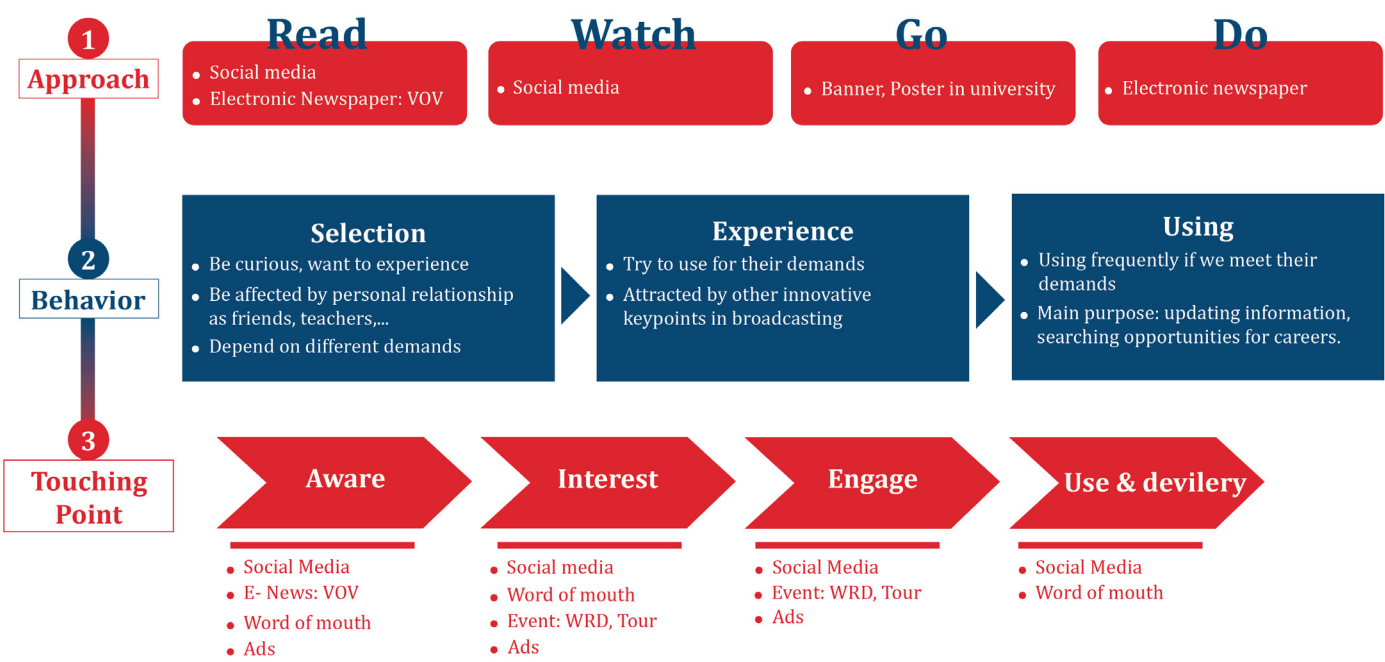
#VOV  
#Wrđ  
#WorldRadioDayInVietNam  
#RadioAndPeace

**RADIO  
AND  
PEACE**

## STRATEGY



I. CUSTOMER JOURNEY



(Table I: Customer Journey)

II. SOURCE OF GROWTH

SOURCE OF GROWTH			
Target Audience		Students	
Total: 1.672.881 stundents (2021, Bộ Giáo dục & Đào tạo)		Population of the aged 19-24 is more than 1/3 of the total population of Vietnam (2019, Bộ thông tin Chính Phủ)	
Driver		Barrier	
Looking for many benefits and values from the media		Use different types of communication	
Reasons			
As a new audience with high potential for growth			
The characteristics of the GenZ generation are curiosity, quick adaptation, and high engagement with various types of social			
The current broadcasting does not have widespread coverage with this audience			
Although radio is a large-scale mainstream media, it has not yet had high interaction with GenZ.			
CONCLUSION			
GenZ , especially students are target audiences of the campaign			
Radio is a form of communication that plays an important role in life, especially as a function of instantaneous information. Broadcasting needs to be more widely known and used for GenZ			

(Table II: Source of growth)

III. CUSTOMER INSIGHT

1. Persona

Demography

Ages: 18-25 (GenZ)  
Gend: Male /Female/  
Status: Student in universities

Behavior

Using a variety of communication channels for appropriate purposes. Looking for information on reliable and legitimate media sources. Frequently use a mobile phone to access media channels. Following the crowd, having been influenced by friends and family.

Hobby

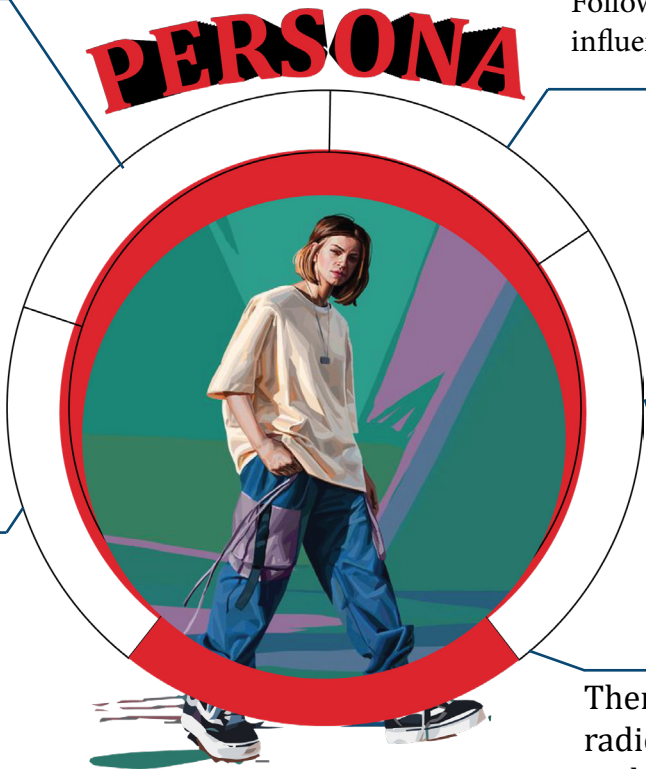
Discovering and learning novel ideas  
Being drawn to content that offers more depth than just simple entertainment  
Watching videos, reading short articles, and listening to podcasts.

Driver

Want to gain knowledge that is potential for development  
Want to participate in activities that are educational and beneficial.

Barrier

There aren't many radio-related events and activities in which students can take part in  
Radio content is generally stiff and monotonous.



2. Insight

Young people - Z Generation are looking for mediums to update information, gain knowledge and seek opportunities to participate and experience activities and events in the field of journalism and radio. However, they are facing obstacles in how to deliver unattractive content, along with limited journalism and radio activities for students. Gen Z wants to have more youthful and attractive content which are published in many different forms and have opportunities to take part in the experience of large-scale and prestigious radio activities.



IV. GOALS & OBJECTIVES

1. Goals

- Reach out to GenZ and encourage young people to pay attention and use radio frequently
- Spread the role and meaning of radio in life.

2. Objectives

2.1. Marketing Objectives

No	Categories	Time	Units	KPI
Facebook				
1	Total articles	20/12 - 20/04	articles/images	35
2	Total video		video	20
3	Total reach		people	150.000
TikTok				
1	Total videos	20/12 - 20/04	video	35
2	Total views		view	250.000
3	Total likes		like	15.000
National Press Conferences				
1	VOV system	08/02 - 15/02	articles	10
2	E - news		articles	5
Events				
1	WRD	13/02	people	300
2	Post activities	25/02	people	20

(Table IV.2.1: Marketing Objectives)

2.2. Communication Objectives

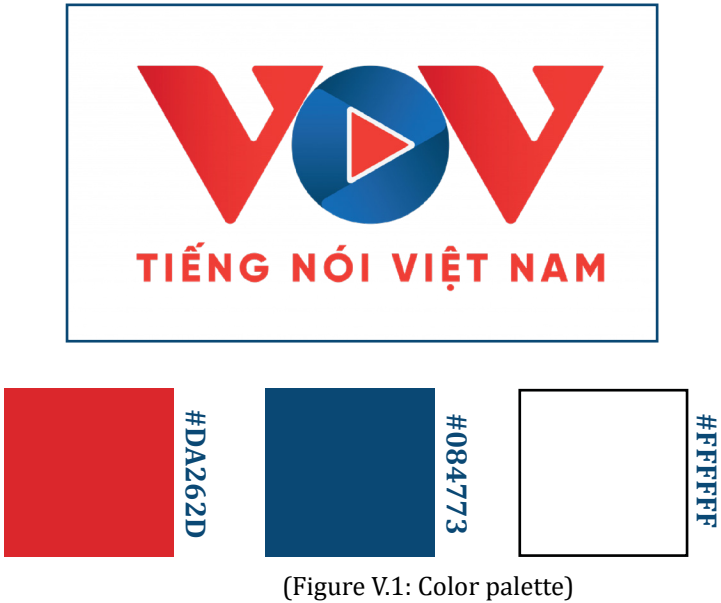
Communication Objectives	
Encouraging GenZ to learn and participate in radio activities	
Offline	
World Radio Day Events 2023	
Radio program production and storage center tour	
Online	
Minigame: Đoán tên phát thanh viên	
Tiktok Challenge: Nhảy cùng VOV	
Communicating radio content to GenZ	
The Content lines	
Radio accompanies history	
The role of radio in modern times	
Broadcast and GenZ	
Gap Generation	

(Table IV.2.2: Communication Objectives)

V. BRAND IDENTITY

1. Color Palettes

Inspired based on the VOV logo's dominant colors:



The theme of this year's World Radio Day is "Radio and Peace", emphasizing the role of radio in shaping public opinion to prevent conflict, while promoting cohesion, sharing, and working together to build a peaceful and compassionate society.

"Radio and Peace" is very meaningful in the context that we are facing the problem of fake news and misinformation spreading on social networks. More than ever, radio needs to prove its value by transmitting reliable and valuable information to contribute to reducing tensions, preventing conflicts, and promoting cohesion, sharing, and joining hands to build a peaceful and compassionate society. Today, there are many competing new platforms, but radio has always kept the trust to maintain and protect peace.

Message: Radio is an instrument to maintain and stabilize peace, thereby contributing to the common development of the world. Regardless of the circumstances, the role of radio has not faded.

World Radio Day 2023 with the theme "Radio and Peace", the slogan "Radio and Peace" is placed in the middle combined with the highlight of the sound waves transmitted when broadcasting. Along with it is a dove, the indispensable symbol of peace that is flying towards there being peace.

2. Slogan



3. Hashtag

- #VOV
- #Wrd
- #WorldRadioDayInVietNam
- #RadioAndPeace

# VI. COMMUNICATION STRATEGIES &TACTICS

## 1. SWOT models



Before creating strategy and tactics for the campaign, we analyze the SWOT model to be able to analyze the factors that may affect the campaign. This is an effective tool, which helps a lot in setting goals and building plans.

**SWOT** is a well-known business situation analysis model. This model consists of 4 elements represented by 4 abbreviations: S - Strength, W - Weaknesses, O - Opportunities and T - Threats. Of the four components of the SWOT model, Strength and Weaknesses are internal factors, the other two are Opportunities and Threats are external factors.

In our case, the SWOT matrix will be applied to analyze the factors affecting current broadcasting. The purpose of using SWOT is to point out the advantages as well as limitations when doing a radio communication campaign.

S

**The organizers have a lot of experience in communication and organizing events in the field of broadcasting:** We are supported and guided by the VOV members - who have expertise and in-depth knowledge in this field. In addition, the staff have organized many large and small media events at home and abroad.

**Abundant and quality information is provided from reputable sources:** The Voice Of Vietnam is a state-run media agency, so the sources of information we refer to are authentic and almost absolute along with diverse professional documents in the VOV library.

**Administrative and financial support:** To organize events or build communication channels, we need to have the verification and confirmation of many stakeholders, however, when supported by Ms. Nguyen Thuy Hoa, these processes become simpler and faster. Besides, the VOV also provides almost absolute financial support.

W

**Radio is a difficult field to engage young people:** There is no denying that the recognition of radio for young people today is not high. Gen Z barely knows or uses this type of communication life.

**Limited in terms of content line:** Because the VOV is a governmental press agency, the content posted publicly must go through many stages of censorship and it somehow is limiting creativity of young people.

O

**Gen Z is a generation that is inquisitive, interested in new things and proactive in selecting multiple sources of information.** This feature will be an opportunity for the project if it approaches the target audience from many different angles, more novel and attractive.

**Open Radio Trends:** Open radio allows listeners to participate directly in the program in a variety of ways. The most attractive way is to have a direct phone line or receive information and opinions through OTT or Fanpage applications on social networks. Listeners watching a show can call the studio directly, expressing their views via text message. These opinions are put directly on the air, contributing to the diversity and objectivity in the way of approaching and analyzing the problem.

T

**The fierce competition of modern forms of communication** such as TV, social media channels, other press agencies, etc.

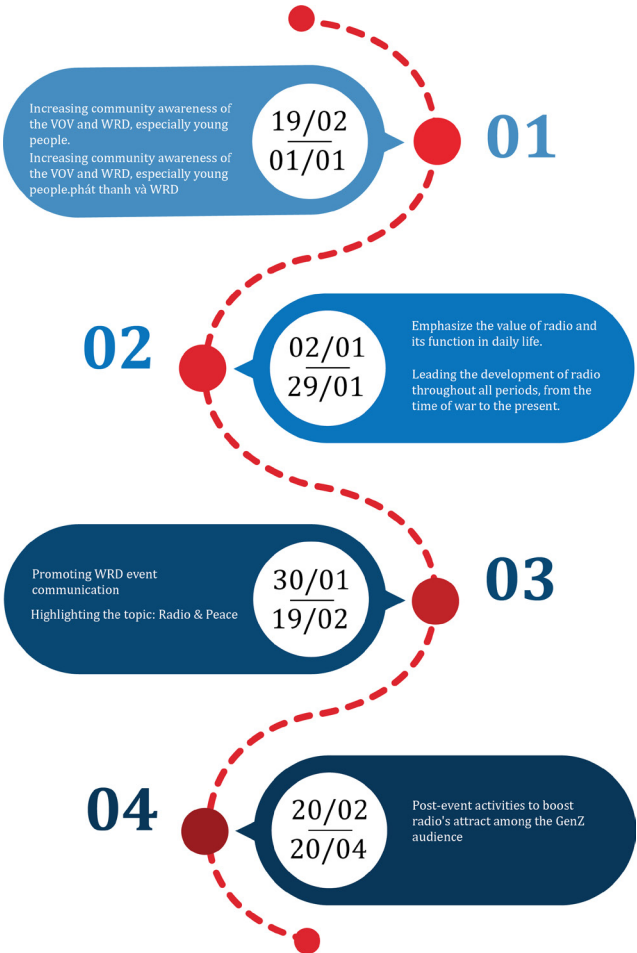
**The changing habits of audience:** The development of information technology in modern society also changes the habits of mass media access of the public. Instead of having to leave the house to buy a newspaper, or turn on the television and radio to watch each program that you love, now the public just need to access the network to quickly master the news that they want. In fact, the public is always moving towards the new, the simple, and the change in the habit of approaching the media has become the biggest challenge of the traditional press in general and radio in particular.

## 2. Strategy

The World Radio Day 2023 communication plan focuses on providing and transmitting information about the event, and at the same time highlighting the role of radio in life to the target audience.

We develop the strategy from Feabuary 2023 to April 2023 with the main objectives as follows:

- Communication enhances the recognition of radio in general and World Radio Day in particular to Gen Z.
- Honoring and promoting the role and meaning of radio in life
- Communication, and information sharing about radio and World Radio Day



(FigureV.2: World Radio Day 2023 Communication Strategy)

## 3.Tactics

Purpose	Main channel	Activity	Requirement
Updating information	Facebook	Creating and building Facebook fanpage	Information: concise and efficient
			Image: organized, contemporary, and very close to Gen Z
			Ensure that the articles' material is reliable and exact
			Various types of information: images, videos, ....
Spreading radio to the Gen Z audience	Tiktok	Creating and building Tiktok	Variety of content on the channel, flexibility to explore ideas
			Interacting with viewers through video
			The conetent is not only for entertainment purposes but also provides information about radio
Call to Action	Facebook, Tiktok	Encouraging and attract participation	Easy to participate, simple rules for playing
			Interesting rewards and a fascinating experience
WRD Event	Electronic newspaper	Updating information about: WRD 2023	Press articles: specific and exactly
			Image: variety, abundance, and high standards

(Table V.3: World Radio Day 2023 Tactics)



## 4. Action Plan

Goal 1	Action step descriptions	Party/Dept Responsible	Date to begin	Date due
Be permitted to participate part in the organization of WRD2023 events and associated activities	Pitching idea	Team + Dr. Vu Viet Nga	01/12/2022	15/12/2022
	Creating event and related activity plans and proposals			
	Completing administrative requirements			
Introduce and distribute radio, VOV, and WRD content on social networking sites	Building social media channel: Facebook, Tiktok	Team (under ICD's content	20/12/2022	01/01/2023
	Creating pertinent digital content in a variety of formats, such as articles, photographs, and videos.			
Goal 2	Action step descriptions	Party/Dept Responsible	Date to begin	Date due
Spreading and conveying the role and meaning of radio	Using alternate forms of content creation: images, videos, memes, .. to assist radio engage of young people.	Team	02/01/2023	30/01/2023
	Using viireariety platforms: Tiktok, Facebook, E- news VOV	Team		
	Posting articles about the function and significance of radio, profession-related stories, and radio series related to historical period.	Team		
Goal 3	Action step descriptions	Party/Dept Responsible	Date to begin	Date due
Promoting communication for WRD 2023 and boosting the topic of event: Radio and Peace.	Updating event information on social media	Diệu Anh, Sỹ Chiến	30/01/2023	15/02/2023
	Preparing an event script and creating brand identities	Công Tiến, Ngọc Linh	30/01/2023	08/02/2023
Preparation	Getting in touch with the attendees, journalist, listeners, and college students.	Ngọc Linh	05/02/2023	10/02/2023
	Testing the equipments: light, sound	Team + ICD	10/02/2023	10/02/2023
	Taking care of guests	Team	09/02	13/02
Goal 4	Action step descriptions	Party/Dept Responsible	Date to begin	Date due
Organize correlated events to encourage student interaction.	Updating radio and GenZ content on several platforms	Diệu Anh, Sỹ Chiến	17/02	20/04
	Organizing challenge, minigame	Diệu Anh, Sỹ Chiến	06/03	31/03
	Tour to VOV's Program Production and Archive Center	Ngọc Linh	20/02	26/02

## VII. SELECTED PLATFORMS

### 1. Social Media Platforms

Based on previous research and analysis of communication channels and target audiences. We decided to use the most influential and effective communication channels for the World Radio Day 2023 campaign, including social networking applications: Facebook, Tiktok and some VOV electronic newspaper channels.

#### 1.1 Facebook

As part of this campaign, we are prioritizing Facebook as our primary communication channel because Facebook's reach is almost entirely the target audience of the campaign that we have set out. In addition, Facebook is now considered the main update channel of all information.

#### 1.2. Tiktok



(Figure VI.1.2: Official TikTok Account of the VOV International Cooperation Department)

We use TikTok as a specialized communication channel to reach our primary audience for a variety of reasons. Firstly, the platform has a growing user base that has grown exponentially over time, and the 18-30 year olds we target are TikTok's primary user base. Secondly, the content on TikTok is diverse and accessible to customers, unlike Facebook, any content created on TikTok can appear in any account.

### 2. Online newspaper

We take advantage of the VOV's electronic news channels such as vov.vn or vov.world to bring the official information of the event to the target audience. News conveyed in news channels will be mainstream and highly reliable. In addition, there are other press organizations invited to the event such as Cong Thuc Newspaper, UNESCO, FPT edu, etc.

## VIII. PROJECT MANAGEMENT

### 1. Risk Management

In project organization, the development of a risk management plan is important. Risk management will help identify, assess and control the threats to the project in the best way. Every project runs the risk of unexpected events that could harm the organization and cause it to lose money or reputation. It is also possible from small risks that lead to a crisis, affecting the progress of the campaign.

The risk management table we have established for each part of the campaign over time, along with the level of risk and the plans to prevent and solve it in time.

RISK MANAGEMENT									
Risk Categories			Nội dung	Mức độ	Giải pháp				
					Tránh xảy ra		Đã xảy ra		
Event: World Radio Day 2023	Chi phí	Chi phí sự kiện	Chi phí vượt quá dự kiến			Thêm mục dự trù 10% tổng số tiền sự kiện để dự phòng chi phí phát sinh Khảo sát giá cả thị trường để có thể lên dự trù kinh phí với mức độ chính xác nhất	Căn chỉnh lại chi phí sao cho vừa đủ Cắt bớt những khoản chi có thể bỏ qua Bảo cáo với quản lý để tìm cách giải quyết		
	In ấn		Sai thông tin, sai chất liệu			Qua nhiều bước kiểm tra sản phẩm trước khi in ấn ở bước cuối cùng Tìm kiếm địa điểm in ấn uy tín, giá cả hợp lý, tốc độ nhanh.	Kiểm tra lại tất cả sản phẩm lần nữa sau khi in xong để sửa chữa kịp thời		
	Kỹ thuật	Ảnh sáng, âm thanh	Trục trặc về ánh sáng, âm thanh			Kiểm tra kỹ hệ thống ánh sáng, âm thanh trong hội trường vào ngày tổng duyệt sự kiện	Làm việc với các anh chị kỹ thuật VOV Bảo cáo với người có thẩm quyền giải quyết vấn đề trước khi sự kiện diễn ra		
	Thời gian	Kịch bản chương trình	Lệch timeline kịch bản			Lên kịch bản chi tiết cho từng tiết mục, dự trù thời gian chết	MC linh hoạt cắt ngắn một số tiết mục không cần thiết hoặc giao lưu với khách mời để kéo dài thời gian		
	Nhân sự	Ban tổ chức	Thiếu nhân sự điều phối			Điều phối và phân công nhân sự rõ ràng, chi tiết	Điều phối nhân sự có khả năng làm nhiều việc cùng lúc, cắt giảm nhân sự ở một số task để bù vào chỗ thiếu		
	Khách mời	Sinh viên	Vấn đề phát sinh khi di chuyển			Gửi mail nhắc nhở lịch trình di chuyển Sinh viên khi nhận vé tại quầy sẽ có card lịch trình di chuyển riêng	Đặt thừa xe để dự phòng nếu phát sinh tai nạn ngoài ý muốn Điều phối viên đi cùng trên các xe sẽ linh hoạt giải quyết nếu có vấn đề xảy ra		
			Kiểm soát vé mời (thừa/thiếu)			Sinh viên được đăng ký trước khi đến nhận vé tại quầy Đối với những sinh viên muốn đăng ký thêm, sẽ lưu thông tin và liên hệ lại nếu dư vé			
			Số lượng tham dự			Khuyến khích sinh viên tham gia theo lớp, theo khối ngành, phát thừa 50-70 vé dự phòng Có các quyền lợi học tập đi kèm (hỗ trợ từ phía giảng viên)	Không sử dụng tầng 2 của hội trường để tạo thị giác ảo, cảm giác đông đúc hơn		
					Kiểm soát số lượng vé phát ra để tránh tình trạng thừa sinh viên tham dự	Các sinh viên không đủ chỗ sẽ được điều phối đi tham quan VOV5 và studio tầng 10 Sinh viên dư quá lớn sẽ có xe đưa đón sang trung tâm sản xuất và lưu trữ âm thanh			
		Đại biểu	Các vấn đề di chuyển, ăn ở			chủ động, trực tiếp hỗ trợ đại biểu di chuyển và ăn ở			
			Các vấn đề về giao tiếp, ngôn ngữ			Thuê phiên dịch viên và chuẩn bị tài liệu 2 ngôn ngữ: Anh - Việt			
		Khách mời	Trục trặc di chuyển				Chủ động, trực tiếp hỗ trợ xe đưa đón khách mời		
		Truyền thông	Nội dung sáng tạo	ICD	Không được duyệt các nội dung nhạy cảm, không phù hợp với tính chất VOV			Nghiên cứu kỹ lưỡng các nội dung sẽ đăng tải Tránh các nội dung, ý tưởng quá lỗ lã, không phù hợp trước đó	Thay bằng những nội dung khác đảm bảo yêu cầu Thảo luận, tham khảo ý kiến từ người kiểm duyệt
Cộng đồng	Khủng hoảng truyền thông, các nội dung gây ức chế người đọc					Những nội dung trước khi đăng tải đều phải qua sự kiểm duyệt của nhóm trưởng và cô Hoa			
	Nhóm		Chậm deadline, không có nội dung để đăng tải			Kiểm tra tiến độ thường xuyên, kiểm tra chéo Tạo ra hình phạt cho những ai vi phạm	Thay thế bằng những nội dung khác với tiêu chí nhanh gọn, chất lượng		
Chi phí truyền thông	Chạy ads		Không đủ KPI			Nghiên cứu kỹ và chọn lọc những nội dung cần quảng cáo	Xin hỗ trợ từ các bên liên quan Xem xét lại kế hoạch, dừng chạy quảng cáo		
Media Production	Hoạt động tham quan	Sinh viên FPT	Lượng khán giả tham gia ít			Sắp xếp phần thưởng, content hấp dẫn thu hút người tham gia	Mở thêm thời gian tham gia minigame, đồng thời đăng kèm nhiều bài viết content thú vị thu hút người chơi tham gia		
	Hoạt động Minigame	Khán giả	Tranh cãi về kết quả			Kiểm tra kỹ lưỡng trước khi công bố kết quả			
	Challenge Tik Tok	Khán giả	Lượng khán giả tham gia ít			Truyền thông xuyên suốt thời gian diễn ra Challenge	Mở thêm thời gian tham gia Challenge, đồng thời đẩy mạnh truyền thông trên nền tảng Facebook và Tik Tok.		

(Table VII.1: Risk Management)

2. Budget Management

Categories	Expenditure	Total Cost
Place	Meeting Hall	2.000.000
Technique	Sound and light system	5.000.000
	Technical team	5.000.000
	Media team	3.000.000
Print	Backdrop (6mx3m)	7.200.000
	Standee (120x250cm)	3.000.000
	Standee (80x180cm)	300.000
	Lucky number tickets	360.000
	Card	300.000
	Decal poster	25.000
	Tickets	800.000
VIP Delegates	Documentation for international delegates	7.200.000
	Documentation for journalist	3.000.000
	Hiring interpreter	2.000.000
	Transportation assistance fee for delegates	15.000.000
	Transportation assistance fee for international delegates	60.000.000
	Accommodation for delegates	10.000.000
	Đãi ngộ khách mời	10.000.000
Guests	Transportation assistance fee for radio club guests	6.000.000
	Radio club guests benefits	3.000.000
	Transportation assistance fee for other students	14.000.000
	Transportation assistance fee for FPT students	18.000.000
Others	Press Release (English - Vietnamese)	600.000
	The event script	6.000.000
	Speakers fee	10.000.000
	Hiring Master of ceremonies	3.000.000
	Performances	12.000.000
Gifts	Q&A contest	7.500.000
	Lucky number	6.000.000
Decoration	Flowers	1.200.000
	Showroom frame	2.000.000
Tour to VOV's Program Production and Archive Center	Participation fee	5.000.000
Communication Fee	Run Facebook ads	1.500.000
	Run Tiktok ads	1.500.000
	Online - newspaper	25.000.000
Accrued expenses	10%	25.648.500
Total Budget		282.133.500

(Bảng VI.2: Dự trù kinh phí)



3. Human Resource Management

3.1. Team Schedule

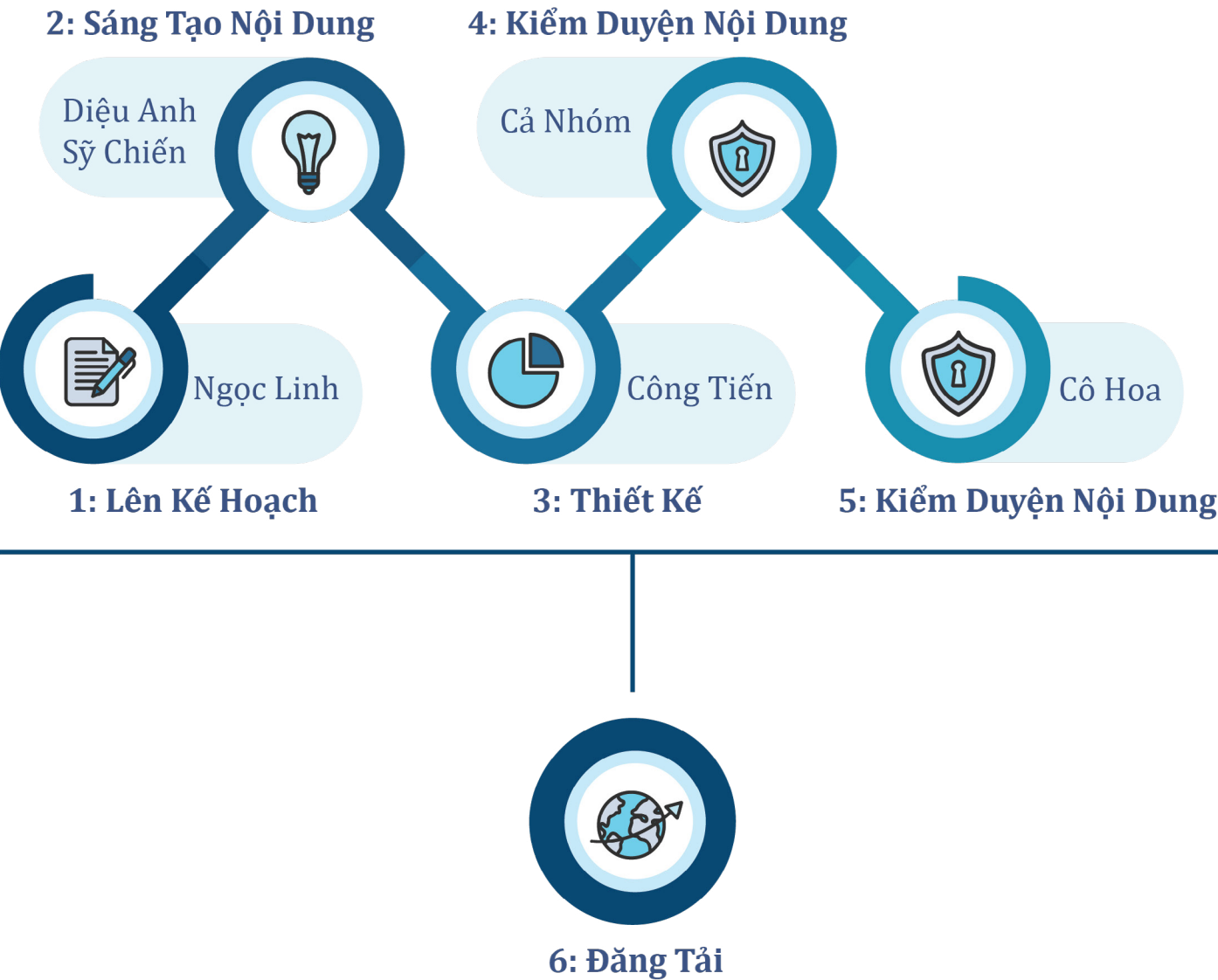
In order for the team to operate in the smoothest and most efficient way, we divide the work according to the skills and abilities of each member. Each member will have separate functions and be in charge of each separate area of work. We stick to an initial agreed-upon plan so that team members can work individually but without deviating from the intended purpose.

Member	Function	Responsibility
Diệu Anh	Content Create	Facebook
Công Tiến	sáng tạo nội dung	Tiktok
Công Tiến	Design	All
Ngọc Linh	Leader	Event

(Table VII.3.1.a: Team Member Function)

Operation diagram

Furthermore, we agree on the working process according to the model below to be able to limit risks and strictly control the work, and commit to the campaign as planned.



(Figure VII.3.1.b: Operation Diagram)

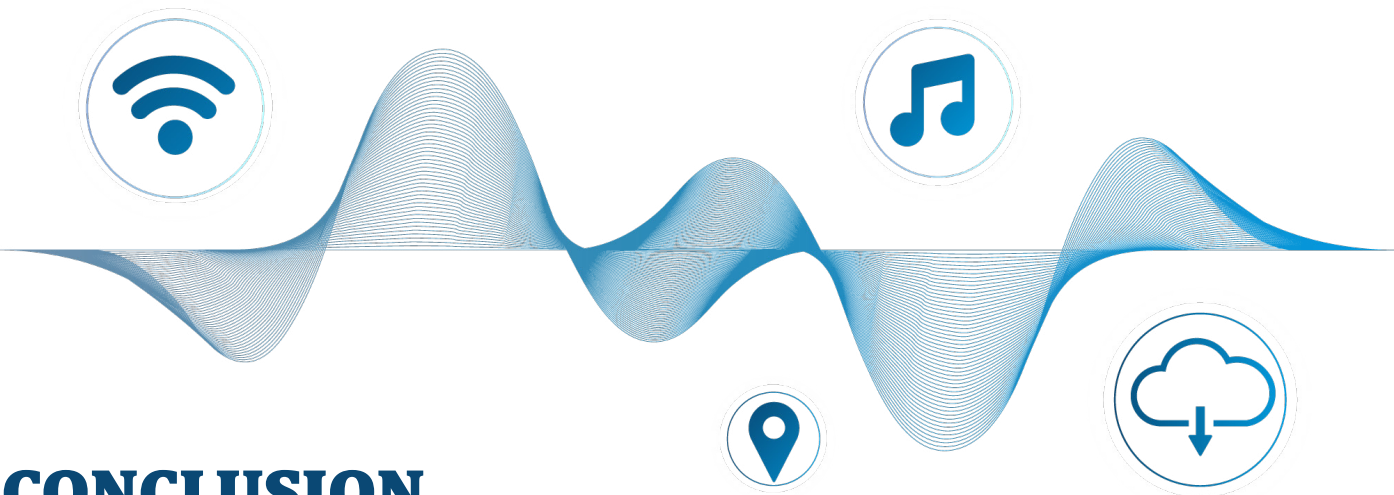
3.2. Stakeholder Communication

Function

We work directly with the VOV to organize the World Radio Day 2023 event and a number of related activities to bring radio closer to Gen Z.

Channel	Purpose	Explanation
Offline	Brainstorm	Nhóm chúng tôi có thể trực tiếp tranh luận, đưa ra ý tưởng
	Planning	Các thành viên trong nhóm kiểm tra và thống nhất các kế hoạch sự kiện, truyền thông mà nhóm trưởng đã xây dựng trước đó
	Hoàn thành các công việc nhóm	Nhóm dành thời gian để hoàn thành các công việc cần sự liên kết chặt chẽ giữa các phần hoặc các đầu việc lớn trong thời gian có hạn.
	Tham khảo ý kiến từ giảng viên hướng dẫn	Để tránh mất thời gian của giảng viên, chúng tôi thời gặp trực tiếp để trao đổi về các vấn đề mà nhóm gặp phải
Messenger group chat	Documentary archive	Các file tài liệu như hình ảnh, video, text hoặc các link tài liệu online
	Update information	Nhóm chat có thể giúp chúng tôi thuận tiện trong việc update thông tin mọi lúc, mọi nơi
	Communicate	Chúng tôi cũng sử dụng nhóm chat nhằm mục đích nói chuyện phiếm, gắn kết các thành viên trong nhóm
Zalo group chat	Update information	Chúng tôi sử dụng nhóm chat zalo để trao đổi với giảng viên hướng dẫn
	Documentary archive	Vì chức năng đặc thù, các file tài liệu không có trên các phương tiện online chúng tôi sẽ lưu về zalo
Email	Connect with other organizations	Chúng tôi sử dụng email để kết nối với các bên liên quan nhằm hỗ trợ đồ án như: phòng công tác sinh viên, phòng quan hệ doanh nghiệp, các bạn sinh viên FPr,...

(Table VII.3.2: Communication Channels)



CONCLUSION

After considering specific conditions, we plan to launch the campaign from December 20, 2022 to April 20, 2023. The campaign lasted 4 months, including activities such as: organizing events; building Facebook and TikTok communication channels; organizing online communication activities such as minigames and challenges. Accompanying us in all stages of the campaign will be Ms. Nguyen Thuy Hoa - Head of the VOV International Cooperation Department and staff members working at the Voice Of Vietnam.

# 03 EXECUTION

## I. Project Dashboard

## II. Pitching Idea

## III. Communication Activities

1. Social Media Schedule
2. Content Lines
3. Media Production

## IV. Events

1. World Radio Day 2023
2. Tour to VOV's Program Production and Archive Center

Based on the plan that we have built before, we launched the campaign in accordance with each stage. The following is our report on the activities we have been directly involved in during this campaign.

## I. PROJECT OVERVIEW

PROJECT DASHBOARD														
Project Status	Done		Project Manager			FPT Team			Stakeholder			ICD - VOV		
Schedule						Financials			~280.000.000					
Start Date			20/12/2022			Event Cost			~220.000.000					
Baseline Finish Date			20/3/2023			Communication Cost			30.000.000					
Estimated Finish Date			31/03/2023			Cost Incurred			25.000.000					
Execution Timeline														
Work Stream	Dec		Jan				Feb				Mar			
	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Pitching Idea														
Communication Activities														
World Radio Day 2023														
Post event activities														

(Table I: Project Dashboard)



II. PITCHING IDEA

In order to participate and organize radio events, we have contacted and sent a dossier to Ms. Nguyen Thuy Hoa - International Cooperation Department (ICD) of VOV with the following contents:



(Figure II: Application Form)

III. COMMUNICATION ACTIVITIES

1. Social Media Schedule

Category	Thời gian	Kênh	Content	Purpose	Audience	KPI	PIC
Phát thanh VOV	24/12/22	Face-book	Post articles about the roles of radio, stories in the broadcasting field, radio series associated with history to refresh the approach	Spreading and conveying the roles and meaning of radio	Gen Z (18 - 24t)	20 articles	Diệu Anh
			Introducing and sharing information about VOV				
	02/02/23	TikTok	Publishing videos revolving around the story of VOV, the radio careers, the historical radio series	Increase awareness, spread brand identity for		19 videos	Sỹ Chiến
			Creating radio contents that is close to young people such as quizzes, word matching...				

Gen Z	03/02/23	Face-book	Update Radio and Gen Z content, flexibly deliver radio content to close to Gen Z	Increase the interaction of social networking platforms to Gen Z, and conveying stories about the radio profession to young people	Gen Z (18 - 24t)	25 articles	Diệu Anh
			Organize "Người ấy là ai?" minigame to attract young people to participate				
	14/02/23	TikTok	Create video content for radio with a new approach suitable for Gen Z				Sỹ Chiến
			Organize TikTok Challenge "Nhảy cùng VOV", bring radio close to young people				

(Table III.1: Social Media Schedule)

2. Content Lines

2.1. Facebook

No	Channel	Title	Media	Deadline	PIC Content	PIC Media	Status
1	Facebook	Tổng quan: giới thiệu fanpage (nội dung, vai trò, mục đích)	Graphic	22/12/22	Diệu	Tiến	done
2	Facebook	Giới thiệu về WRD và đơn vị tổ chức VOV	Graphic	23/02/23	Diệu	Linh	done
3	Facebook	Gen Z học nghe, nghe gì, ở đâu?	Graphic	23/02/23	Diệu	Tiến	done
4	Facebook	Series: Phát thanh trong kháng chiến - Ngày ra đời	Video	25/02/23	Diệu	Diệu	done
5	Facebook	Những giọng vàng trong làng phát	Image	26/12/23	Diệu	Diệu	done
6	Facebook	Những người cống hiến thầm lặng	Video	27/12/22	Diệu	Diệu	done
7	Facebook	Reup Tiktok: "Đây là tiếng nói Việt Nam"	Video	27/02/23	Diệu	x	done
8	Facebook	Chúc Tết Dương lịch	Graphic		Diệu	Tiến	done

9	Facebook	Giọng nói âm ảnh hàng triệu lính Mỹ thế kỷ 20	Video	02/01/23	Diệu	x	done
10	Facebook	Series: Phát thanh trong kháng chiến - Chống Pháp	Video	03/01/23	Diệu	Diệu	done
11	Facebook	Sóng phát thanh - Người bạn đồng hành cùng ngư dân	Image	05/01/23	Diệu	Diệu	done
12	Facebook	Bản tin chiến thắng mùa xuân năm 1975	Video	06/01/23	Diệu	Diệu	done
13	Facebook	Bộ loa mang theo ký ức chiến tranh	Video	09/01/23	Diệu	Diệu	done
14	Facebook	Phát thanh trong kháng chiến	Video	10/01/23	Diệu	Diệu	done
15	Facebook	Sóng phát thanh trên vùng biển	Image	13/01/23	Diệu	Diệu	done
16	Facebook	VOV nâng công suất phát sóng AM khu vực Tây Nguyên	Image	14/01/23	Diệu	Diệu	done
17	Facebook	Đài Phát thanh - Người bạn thân thiết của bà con vùng cao	Image	17/01/23	Diệu	Diệu	done
18	Facebook	Reup Tiktok: Đố vui ngày Tết	Video	x	Diệu	x	done
19	Facebook	Xuân Việt - Bừng Trĩ Việt	Video	19/01/23	Diệu	Diệu	done
20	Facebook	Bí ẩn đài phát thanh phát sóng liên tục không nghỉ 38 năm qua	Graphic	19/01/23	Diệu	Tiến	miss
21	Facebook	Video Chúc mừng năm mới VOV	Video	19/01/23	Nhóm	Nhóm	done
22	Facebook	Thư chúc Tết của chủ tịch Hồ Chí Minh	Video	x	Diệu	Diệu	done
23	Facebook	Các chương trình phát thanh ngày Tết	Image	23/01/23	Diệu	Diệu	miss
24	Facebook	Kick off sự kiện WRD	Graphic	30/01/23	Diệu	Tiến	late
25	Facebook	Chủ đề WRD2023: Radio & Peace	Video	01/02/23	Diệu	Diệu	done
26	Facebook	Địa điểm đăng kí nhận phát vé	Video	09/01/23	Nhóm	Nhóm	done
27	Facebook	Những điều cần lưu ý	Image	08/01/23	Diệu	Diệu	done
28	Facebook	Quyền lợi tham gia	Graphic	09/01/23	Diệu	Tiến	done
29	Facebook	Reup Tiktok: Công tác chuẩn bị sự kiện	video	x	Diệu	x	done
30	Facebook	Update sự kiện	Image	13/02/23	Nhóm	Nhóm	done

(Table III.2.1: Facebook Content Planning)

2.2. Tiktok							
No	Channel	Title	Media	Deadline	PIC Content	PIC Media	Status
1	TikTok	Video Xmas	Video	22/12/22	Chiến	Nhóm	done
2	TikTok	Khám phá bảo tàng VOV-Đài Tiếng Nói	Video	23/02/23	Chiến	Nhóm	done
3	TikTok	“Đây là tiếng nói Việt Nam”	Video	26/02/23	Chiến	Diệu	done
4	Tiktok	Phát thanh trong kháng chiến	Video	28/12/22	Chiến	Chiến	done
5	TikTok	Thư chúc Tết của chủ tịch Hồ Chí Minh	Video	28/02/23	Chiến	Chiến	done
6	Tiktok	Kinh nghiệm người làm phát thanh	Video	01/01/23	Chiến	Nhóm	done
7	Tiktok	Lời kêu gọi toàn quốc kháng chiến qua ĐTNVN	Video	03/01/23	Chiến	Nhóm	done
8	Tiktok	14 lần chuyển địa điểm của ĐTNVN	Video	06/01/23	Chiến	Chiến	done
9	Tiktok	Kinh nghiệm người làm phát thanh	Video	07/01/23	Chiến	Chiến	done
10	Tiktok	Đố vui ngày Tết ở VOV	Video	09/01/23	Nhóm	Nhóm	done
11	Tiktok	Giọng đọc phát thanh xưa	Video	12/01/23	Chiến	Chiến	done
12	Tiktok	Nhạc hiệu 6h sáng ĐTNVN	Video	15/01/23	Chiến	Chiến	done
13	Tiktok	Đố vui VOV	Video	15/01/23	Nhóm	Nhóm	done
14	Tiktok	Chia sẻ phong tục Tết	Video	17/01/22	Chiến	Chiến	done
15	TikTok	Video Chúc mừng năm mới VOV	Video	19/01/23	Nhóm	Nhóm	done
16	Tiktok	Chương trình phát thanh dành cho kiều bào	Video	24/01/23	Chiến	Nhóm	done
17	Tiktok	Giọng đọc âm ảnh lính Mỹ	Video	27/02/23	Diệu	Diệu	done
18	Tiktok	Hành trình 20 năm tại VOV	Video	31/01/23	Chiến	Chiến	done
19	Tiktok	Chủ đề WRD2023: Radio & Peace	Video	01/02/23	Chiến	Chiến	done
20	Tiktok	Video giới thiệu quầy vé	Image	05/01/23	Chiến	chiến	done

(Table III.2.2: TikTok Content Planning)



3. Media Production

3.1. Mini game

**Time:** 20h00 06/03 - 17h00 08/03

**Description:** Look at the guessing picture (broadcaster)

- On the occasion of March 8, minigames will be implemented starting from March 6.
- There will be 3 female broadcasters in the picture ( edit: the photo only has the broadcasters' silhouettes) and let everyone guess which 3 female broadcasters?

**Rules:**

Step 1: Like Fanpage “World Radio Day in Vietnam”

Step 2: Comment on your answer + tag any 3 friends

Step 3: Share public posts about personal page

**Prize:** The player with the fastest correct answer will be awarded the prize

First prize: 300.000 VND

2nd place: 100.000 VND



Tiktok Challenge

Challenge

3.2. Tiktok

**Time:** From March 22, 2023 - March 26, 2023

**Purpose:** To increase the interest of young people in broadcasting

**RULES:**

- Dance a dance to the music background and edit the video according to the format provided by the organizers.
- Up on personal Tiktok platform with hashtag #WorldRadioDayInVietnam #VOVChallenge #VOVDance

Prize: 2 prizes:

- Most views: 300.000 VND
- Most Likes: 300.000 VND

IV. EVENTS

1. World Radio Day 2023

1.1. Organization plan

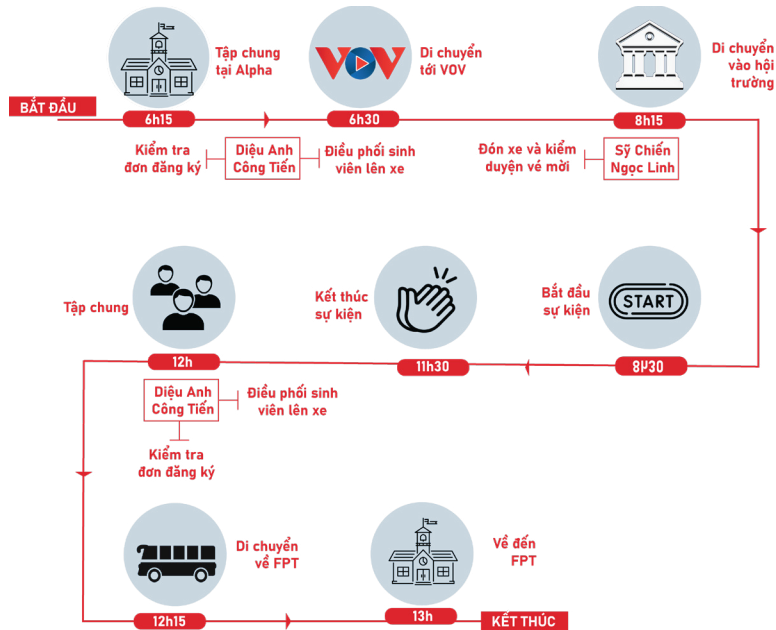
Giai đoạn	No	Nội dung công việc	PIC	Mức độ hoàn thành		
Organizational orientation	01	Topic, theme	Team + ICD			
	02	Event script	Team + ICD			
	03	Invited guests and delegates	Cô Hoa			
Preparation	01	Contact international delegates	Cô Hoa			
	02	Takecare international delegates	Cô Hoa			
	03	Design WRD identity	Tiến + Linh			
	04	Contact artists, prepare musical performances	Team + ICD			
	05	Write a press release	Ngọc Linh			
	06	Speech script - Tổng Giám đốc Đỗ Tiến	ICD			
	07	Script of speaker talkshow	ICD			
	08	Contact universities to ask them to encourage students to register for the event	Team			
	09	Offline ticketing activityoffline	Team			
	10	Printing the necessary products	Tiến + Linh			
	11	Prepare gifts for guests	Team			
	12	Transportation support for students	Team			
	13	Transportation support for guests	ICD			
	14	Contact technical team: sound, light	Team			
	15	Contact the media team: shooting, press	Team			
	16	Prepare decorative tools	Diệu Anh			
	17	Coordination of staff tasks	Ngọc Linh + ICD			
	18	Mock event	Team + ICD			
During the event	1	Set up check-in counters	Chiến			
	2	Setup radio showroom	Ngọc Linh			
	3	Welcoming delegates	ICD			
	4	Welcoming international delegates	Mrs. Hoa			
	5	Take care of FPT students	Diệu Anh + Tiến			
	6	Welcoming guests	Ngọc Linh			

	7	Arrange guests seating	Chiến			
	8	Welcoming reporters	Ngọc Linh			
	9	Shooting and recording	Team			
	10	Supporting team	Team			
	11	Clean up the hall	Team + ICD			

Supporting ac- tivities	1	Take care of radio club members	Team + ICD			
	2	VOV tour guide	Ngọc Linh			
	3	Take care of FPT students back to uni-	Tiến + Diệu Anh			
	4	Post activities on social media	Chiến + Diệu Anh			

## 1.2. Student coordination plan

Students Coordination Plan																
Stage	No	Task	PIC	Note	February											
					Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2	3	4	5	6	7	8	9	10	11	12
Open the application form	1	Open online application form	Ngọc Linh													
	2	Contact with teacher to ask for supporting	Ngọc Linh													
	3	Contact with communication student group	Ngọc Linh													
	4	Close form	Ngọc Linh													
Preparation for ticket counter	1	Sending confirmation email	Ngọc Linh													
	2	Complete administrative procedures	Ngọc Linh													
	3	Post communication articles	Diệu Anh													
	4	Print	Công Tiến													
Open the ticket counter	1	Set up ticket counter	Sỹ Chiến													
	2	Check registration list	Ngọc Linh													
	3	Distribute the tickets	Diệu Anh													
	4	PR, introduce QR code	Sỹ Chiến													
	5	Cleaning	Công Tiến													



## 1.3. Event script

TT	Thời gian	TL	Mục	NỘI DUNG	Ghi chú
1	08:30			<b>LỄ KỶ NIỆM NGÀY PHÁT THANH THẾ GIỚI "PHÁT THANH VÀ HÒA BÌNH"</b>	Bản LED trước 30 phút trong thời gian đón khách
2	09:00	5 phút	Tiết mục văn nghệ mở màn	<b>TIẾT MỤC 1</b> <b>Bài hát: Dòng sông trên cao. Sáng tác: Trần Nhật Dương. Lời: Tạ Toàn</b> <b>Biểu diễn: Hoàng Tùng, Thu Huyền - Nhà hát Đài Tiếng nói Việt Nam</b>	Mic ca sĩ
3	09:05	3 phút	Giới thiệu đại biểu	<b>MC:</b> Cảm ơn các nghệ sĩ của Nhà hát Đài TNVN Thu Huyền và Hoàng Tùng, vừa gửi đến quý vị và các bạn ca khúc "Dòng sông trên cao", ca khúc viết về Đài TNVN do Nhạc sĩ Trần Nhật Dương- nguyên phó Ban âm nhạc VOV3 và phổ thơ của nhà báo Tạ Toàn- Trưởng ban phát thanh Dân tộc VOV4. Những lời hát cất lên từ sự đồng cảm, từ một tình yêu chung của những con người đã gần bó, cống hiến cho sự phát triển của Đài TNVN, và là tiết mục chào mừng Lễ Kỷ niệm Ngày Phát thanh Thế giới 2023. Một lần nữa chúng ta hãy dành một tràng pháo tay cho tiết mục đặc biệt vừa rồi của chương trình! <i>(vỗ tay)</i> <b>MC:</b> Xin nồng nhiệt chào mừng toàn thể quý vị đại biểu, các vị khách quý, các thính giả yêu Đài TNVN và các bạn sinh viên đến với Nhà hát Đài Tiếng nói Việt Nam để theo dõi Lễ kỷ niệm Ngày phát thanh thế giới 2023! <b>MC:</b> Thưa quý vị và các bạn, cách đây 12 năm, ngày 13 tháng 2 đã chính thức được tổ chức UNESCO lựa chọn là ngày Phát thanh Thế giới. Đây là niềm tự hào đối với tất cả những người làm phát thanh trên toàn thế giới, trong đó có Đài Tiếng nói Việt Nam, và cũng là cơ hội để thính giả toàn cầu có cái nhìn sâu sắc hơn đối với giá trị đặc biệt của phát thanh. Trong thời đại ngày nay, xuất hiện nhiều loại hình truyền thông, phát thanh vẫn luôn chứng tỏ được tầm quan trọng của mình, là phương tiện có thể truyền tải thông điệp nhanh nhất, phổ biến nhất đến với đông đảo thính giả ở khắp muôn nơi. Dù ở thành thị, các thành phố lớn hay nơi miền núi, đảo xa, phát thanh luôn là người bạn thân thiết bên ta, chia sẻ mọi tâm tình, giống như một người bạn. Đến hẹn lại lên, Ngày Phát thanh thế giới năm nay, Đài TNVN tổ chức Lễ kỷ niệm và chương trình Tọa đàm "Phát thanh và Hòa bình". Đây cũng chính là chủ đề chung của Ngày phát thanh thế giới năm 2023 do UNESCO lựa chọn. Có thể nói, trong những năm qua, ngày Phát thanh thế giới 13/2 đã trở thành diễn đàn quen thuộc để tôn vinh nghề làm phát thanh và những người làm phát thanh; không ngoài mục đích làm sao để tạo nên những chương trình phát thanh hấp dẫn hơn, phục vụ thính giả. Chúng tôi hy vọng rằng, ngày hội này sẽ giúp phát triển các ý tưởng sáng tạo, góp phần mang đến một nguồn năng lượng mới cho phát thanh.	
4	09:08	3 phút	MC giới thiệu đại biểu	<b>MC:</b> Đến tham dự sự kiện hôm nay xin trân trọng giới thiệu sự hiện diện của các vị đại biểu [danh sách đính kèm]: <b>MC :</b> Về phía Đài TNVN, xin trân trọng giới thiệu: 1. Ông Đỗ Tiến Sỹ, Ủy viên BCH TW Đảng, Bí thư Đảng ủy, Tổng Giám đốc Đài TNVN 2. Cùng các Phó TGD, thủ trưởng các đơn vị trực thuộc Đài TNVN, cán bộ nhân viên các đơn vị thuộc Đài TNVN <b>MC: Xin trân trọng giới thiệu: Ông/Bà.... Đại diện 1 số Bộ ngành....</b> <b>MC: Về phía khách mời quốc tế, xin trân trọng giới thiệu:</b> 1. Ông Christian Manhart (Cờ-ris-ti-ừn Man-hát), Trưởng đại diện UNESCO tại Việt Nam. 2. Bà Philomena Gnanapragasam, Giám đốc Viện Phát triển Phát thanh Truyền hình châu Á - Thái Bình Dương AIBD, đồng thời cũng là một chuyên gia phát thanh từng đoạt nhiều giải thưởng quốc tế. Ngoài ra, góp mặt tại buổi lễ Kỷ niệm ngày hôm nay là các đồng nghiệp, những người làm phát thanh tại Đài TNVN cũng như các đài phát thanh địa phương, cùng đại diện các câu lạc bộ bạn nghe Đài TNVN, các bạn sinh viên các trường Đại học khu vực Hà Nội và lân cận. Xin nhiệt liệt chào đón quý vị khách quý đã đến tham dự ngày hôm nay. <i>(vỗ tay)</i>	
5	09:11		MC	<b>MC:</b> Sau đây, chúng tôi xin trân trọng kính mời: <b>Ông Đỗ Tiến Sỹ, Ủy viên BCH TW Đảng, Bí thư Đảng Ủy, Tổng Giám đốc Đài TNVN</b> lên phát biểu Khai mạc Lễ Kỷ niệm Ngày phát thanh Thế giới năm 2023. Trân trọng kính mời ông.	Chuẩn bị mic, bục phát biểu cho VIP
6	09:12	4 phút	Phát biểu 1	<b>Tổng Giám đốc Đỗ Tiến Sỹ lên phát biểu khai mạc</b>	
7	09:16		MC	<b>MC:</b> Trân trọng cảm ơn ông Đỗ Tiến Sỹ, Tổng giám đốc Đài Tiếng nói Việt Nam <b>MC:</b> Kính thưa quý vị! Đến dự Lễ kỷ niệm Ngày Phát thanh thế giới năm nay chúng ta hân hạnh đón chào sự hiện diện của <b>ông Christian Manhart (Cờ-ris-ti-ừn Man-hát), Trưởng đại diện UNESCO tại Việt Nam.</b> Xin trân trọng kính mời Ông lên sân khấu có đôi lời phát biểu.	
8	09:17	4 phút	Phát biểu 2	<b>Ông Christian Manhart, Trưởng đại diện UNESCO tại Việt Nam</b>	Phiên dịch
9	09:21		MC	<b>MC:</b> Xin cảm ơn Ông Christian Manhart, Trưởng đại diện UNESCO tại Việt Nam	
10	09:21		Phần II Tọa đàm	<b>MC: Giới thiệu chuyển sang phần II của Lễ Kỷ niệm: Chương trình Tọa đàm "Phát thanh và Hòa bình"</b>	Set up bàn ghế tọa đàm (4 ghế), mic diễn giả



11	09:22	2 phút	MC giới thiệu chương trình	<b>MC:</b> 'Kính thưa quý vị, chủ đề của Ngày Phát thanh thế giới năm nay là "Phát thanh và Hòa bình", nhấn mạnh vai trò của phát thanh trong việc định hướng dư luận nhằm ngăn ngừa xung đột, đồng thời thúc đẩy sự gắn kết, chia sẻ, cùng chung tay xây dựng một xã hội hòa bình và nhân ái.	
12	09:24	2 phút	MC mời các diễn giả lên sân khấu	<b>MC:</b> Chúng tôi xin trân trọng kính mời các diễn giả lên sân khấu để chúng ta cùng thảo luận sâu hơn về vai trò của phát thanh đối với cuộc sống, đặc biệt là vai trò của phát thanh trong việc góp phần thay đổi nhận thức, đoàn kết cộng đồng và thúc đẩy hòa bình. Xin trân trọng kính mời: 1. Ông Phạm Mạnh Hùng, Phó Tổng Giám đốc Đài TNVN; 2. Bà Philomena Gnanapragasam, Giám đốc Viện Phát triển Phát thanh Truyền hình châu Á - Thái Bình Dương AIBD;	- LED chiếu giới thiệu các diễn giả. - Kết thúc chuyển về Led chung của Chương trình - Phiên dịch ngồi cạnh dịch cho Bà Giám đốc AIBD
13	09:26	4 phút	MC giới thiệu clip thính giả	<b>MC:</b> Trước khi bắt đầu buổi tọa đàm, chúng tôi muốn mời quý vị khách quý, các diễn giả cùng xem một đoạn clip ngắn về tình yêu đối với phát thanh của bạn nghe đài trên khắp thế giới.	Chiếu clip Tình yêu phát thanh
14	09:30	1 phút	MC giới thiệu chương trình	<b>MC:</b> Vâng, vừa rồi là những chia sẻ, tình cảm rất tuyệt vời của khán thính giả khắp nơi trên thế giới dành cho phát thanh. Chúng tôi, những người làm phát thanh cảm thấy rất tự hào và hạnh phúc khi công việc mà chúng tôi làm hàng ngày có thể chạm đến trái tim của các quý vị thính giả. Đó chính là nguồn động lực to lớn để chúng tôi không ngừng tìm tòi, đổi mới và mang đến cho quý vị những thông tin nhanh nhất, những chương trình có giá trị chất lượng ngày càng tốt hơn, với nội dung hấp dẫn và lời cuốn.	
15	09:31-10:31		Trò chuyện với diễn giả	<b>MC: Thưa bà Philomena Gnanapragasam, Giám đốc Viện Phát triển Phát thanh Truyền hình châu Á - Thái Bình Dương AIBD!</b> Bà có thể nói đôi nét về chủ đề của Ngày Phát thanh thế giới năm nay, đặc biệt là về sức mạnh của Phát thanh trong việc thúc đẩy hòa bình? (Bà Philomena trả lời)	
16				<b>MC:</b> Kính thưa quý vị! Chúng ta vừa nghe Bà Philomena Gnanapragasam- Giám đốc Viện phát triển PT-TH châu Á- Thái Bình Dương nói về ý nghĩa của chủ đề "Phát thanh và hòa bình". Câu hỏi tiếp theo, <b>chúng tôi xin dành cho nhà báo Phạm Mạnh Hùng, Phó Tổng Giám đốc Đài TNVN. Thưa ông, theo ông, đâu là thách thức của phát thanh trong giai đoạn hiện nay, và bên cạnh thách thức thì có cơ hội nào không ạ?</b> và theo ông, phát thanh phải thay đổi thế nào để giữ vững vai trò của mình trong bối cảnh cạnh tranh gay gắt của các phương tiện truyền thông như hiện nay? (Phó TGD Phạm Mạnh Hùng trả lời).	
17				<b>MC:</b> Xin cảm ơn nhà báo Phạm Mạnh Hùng. Xin được hỏi <b>bà Philomena Gnanapragasam: Là một chuyên gia trong ngành phát thanh, bà có dự đoán gì về sự phát triển của phát thanh trong những năm tới?</b> (Bà Philomena trả lời)	
18		2-3 phút	MC giới thiệu clip tthông điệp	<b>MC:</b> 'MC: Xin cảm ơn bà Philomena Gnanapragasam và ông Phạm Mạnh Hùng. Ngay bây giờ, chúng tôi muốn mời các quý vị cùng xem một đoạn clip ngắn Thông điệp của các Đài Phát thanh trên thế giới nói về Ngày Phát thanh Thế giới	Chiếu clip Thông điệp của các Đài Phát thanh quốc tế
19			Trò chuyện với diễn giả	<b>MC:</b> Kính thưa quý vị, Chúng ta vừa nghe thông điệp của những người làm phát thanh trên thế giới nhân ngày hội của những người làm phát thanh. Vậy còn những người làm phát thanh Việt Nam, họ đang làm gì, đang có những suy nghĩ, trăn trở gì với nghề nghiệp của mình. Chúng tôi xin mời lên sân khấu hai nhà báo phát thanh, đó là <b>nhà báo Công Vinh của Đài Tiếng nói nhân dân thành phố Hồ Chí Minh và nhà báo Thu Hòa, Ban Dân tộc VOV4 của Đài TNVN.</b> Đây là những nhà báo được đồng nghiệp biết đến như là những người vô cùng yêu nghề phát thanh, luôn tâm huyết, thậm chí quên mình vì công việc và cũng là những người luôn tìm tòi để đổi mới chính mình khi làm nghề.	Chiếu LED diễn giả
20				<b>MC: Thưa nhà báo Công Vinh, là một người đã hơn 30 năm sống và cống hiến với nghề phát thanh, theo anh, những yếu tố nào tạo nên sức hút của một chương trình phát thanh trong đời sống hiện đại?</b> (Mr Công Vinh trả lời)	
21				MC: Anh Công Vinh vừa nói... Vậy còn thưa <b>chị Thu Hòa, chị có thể chia sẻ vài tâm sự, suy nghĩ của mình: điều gì giúp chị có động lực để không ngại trèo đèo, lội suối, đi đến những vùng đất khó khăn nhất. Thậm chí vào những ngày lễ tết, khi mà mọi người đều muốn được sum họp cùng gia đình thì chị vẫn xung phong đến những nơi biên cương, hải đảo để thực hiện nhiệm vụ của người phóng viên phát thanh?</b> (Thu Hòa trả lời)	
22				MC: Chúng tôi có một câu hỏi nữa dành cho <b>nhà báo Công Vinh. Thưa anh, theo anh thì các đài phát thanh phải làm gì để chúng ta có được những nhà báo phát thanh trẻ và giỏi nghề?</b> <i>(nên đưa câu hỏi cho anh Vinh góp ý thêm)</i>	
23			MC mời khán giả đặt câu hỏi/chia sẻ ý kiến	<b>MC:</b> 'Ban tổ chức đã nhận được câu hỏi gửi tới <b>nhà báo Phạm Mạnh Hùng</b> của một thính giả từ CLB Bạn nghe đài tỉnh... " <b>Đài TNVN gần đây đã có nhiều đổi mới khiến cho chương trình hay hơn, dễ nghe hơn. Xin hỏi lãnh đạo Đài đánh giá như thế nào về vai trò của các câu lạc bộ Bạn nghe đài, những người phải nói là rất yêu quý và trung thành với Đài?</b> ". Xin mời nhà báo Phạm Mạnh Hùng trả lời.	- Chuẩn bị mic rời - BTC chuẩn bị sẵn 1 số câu hỏi cho phần này
24				MC: 'Một câu hỏi nữa của một bạn trẻ dành cho <b>nhà báo Thu Hòa. Em cũng là nữ, đang theo học nghề báo và cũng muốn theo nghề phát thanh. Tuy nhiên em biết làm nghề báo rất vất vả. Chị có lời khuyên nào cho em không ạ?</b> . Xin mời nhà báo Thu Hòa trả lời bạn sinh viên.	

(Table IV.1.3: World Radio Day 2023 Script)

## 1.4. Actual Cost

Categories	Expenditure	Price	Unit	Total Cost	Note
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Place	Meeting Hall	0	1	0	VOV
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Technique	Sound and light system	2.000.000	1	2.000.000	Discount
	Technical team	3.000.000	1	3.000.000	
	Media team	4.000.000	2	8.000.000	

Print	Backdrop (6mx3m)	7.200.000	1	7.200.000	
	Standee (120x250cm)	500.000	6	3.000.000	
	Standee (80x180cm)	150.000	2	300.000	
	Lucky number tickets	1.200	300	360.000	
	Card	1.200	250	300.000	
	Decal poster	5.000	5	25.000	
	Tickets	2.000	400	800.000	

VIP Delegates	Documentation for international delegate	180.000	35	6.300.000	
	Documentation for journalist	150.000	15	2.250.000	
	Hiring interpreter	2.000.000	1	2.000.000	
	Transportation assistance fee for delegate	2.000.000	2	4.000.000	2 international delegates
	Transportation assistance fee for internat	20.000.000	2	40.000.000	
	Accommodation for delegates	1.000.000	2	2.000.000	
	Đãi ngộ khách mời	2.000.000	2	4.000.000	

Guests	Transportation assistance fee for radio clu	1.000.000	2	2.000.000	2 radio club memebers
	Radio club guests benefits	1.500.000	2	3.000.000	
	Transportation assistance fee for other st	0	4	0	sponsored by the universities
	Transportation assistance fee for FPT stu	3.600.000	5	0	

Others	Press Release (English - Vietnamese)	300.000	2	600.000	
	The event script	6.000.000	1	6.000.000	
	Speakers fee	2.000.000	5	10.000.000	
	Hiring Master of ceremonies	3.000.000	1	3.000.000	
	Performances	1.000.000	3	3.000.000	2 performances are sponsored by VOV5

Gifts	Q&A contest	200.000	15	3.000.000	
	Lucky number	2.000.000	3	6.000.000	

Decoration	Flowers	400.000	3	1.200.000	
	Showroom frame	1.000.000	2	2.000.000	

Tour to VOV's Program Production and Archive Center	Participation fee	200.000	25	5.000.000	The costs are donated to the VOV charity fund because students prepare their own transportation and meals.
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Communicati on Fee	Run Facebook ads	1.000.000	1	1.000.000	
	Run Tiktok ads	1.200.000	1	1.200.000	
	Online - newspaper	0	5	0	sponsored by other press agencies

Accrued expenses	10%	15.000.000	1	15.000.000	
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Total Cost				147.535.000	
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(Table IV.1.4: Total Budget)

## 2. Tour to the VOV's Program Production and Archive Center

### 2.1. Agenda

Satge	No	Activities	PIC	Note	February													
					Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
					13	14	15	16	17	18	19	20	21	22	23	24	25	26
Open the application form	1	Proposal	Ngọc Linh + Cô Hoa															
	2	Create content of tour	Ngọc Linh															
	3	Send mail for students	Ngọc Linh															
	4	Introduce the tour through FPT teachers	Ngọc Linh															
Preparation	1	Final registration list	Ngọc Linh															
	2	Request a tour application from FPT university	Ngọc Linh															
	3	Complete administrative procedures	Ngọc Linh + Cô Nga															
	4	Send an email to notify students of the tour schedule and notes	Ngọc Linh															
During the tour	1	Welcoming students	Công Tiến															
	2	Take care of students during the tour	Team															
	3	Shooting and recording	Sỹ Chiến															
	4	Tour Guide	VOV															
	5	Post social media activities	Diệu Anh															

(Table IV.2.1: Activities Timeline)

### 2.2. Content of tour

#### Introduction of the VOV's Program Production and Archive Center

The VOV's Program Production and Archive Center is the key technical unit of Vietnam Television in terms of technical infrastructure for producing radio programs and livestreams and archiving.

The center has the following functions and tasks:

- Plan the creation and audio transmission of radio programs from the audio-visual the VOV Archives.
- Archives of audio and visual materials.
- Supplying audio signals, pictures, and radio programs to the VOV radio systems
- Management and use of the VOV's computer and radio network, studio equipment, electrical and refrigeration equipment, audio and image storage systems, and overall control equipment

### Visiting the storage system and some studios:

#### Master Control Room (MCR)

Concentration and control of all incoming/ outgoing signals of the VOV

It is responsible for separating/ importing signals for radio systems and sending signals to Broadcasting Transmission stations.

The safety is very high, the operating equipment takes into account the redundancy, and can be hot swapped as soon as the system is operating.

#### Sound archive system

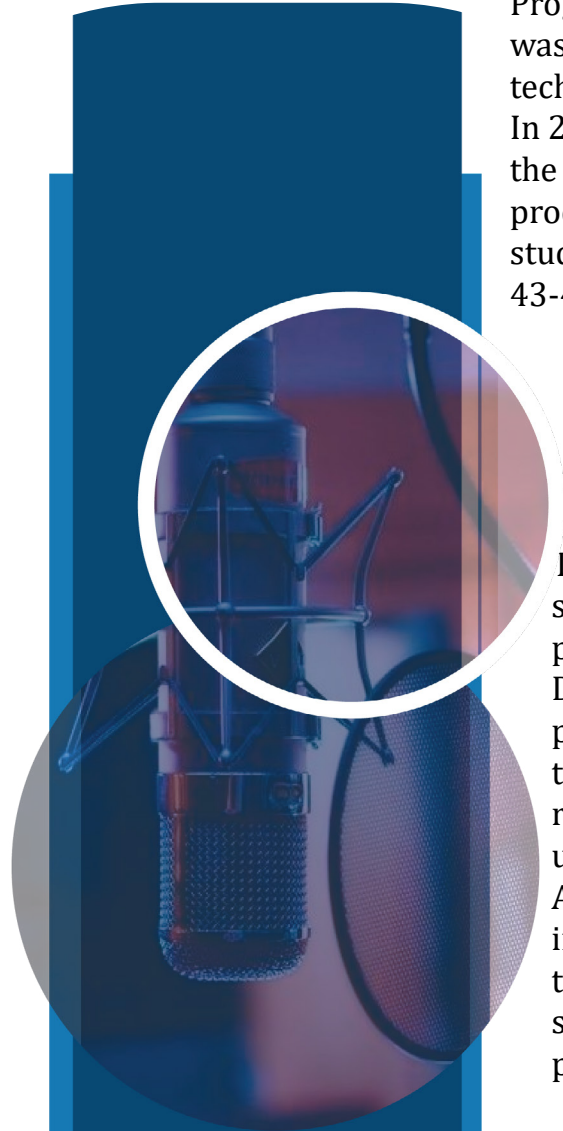
Storage of more than 40,000 mortars equivalent to more than 80,000 titles, over 30,000 hours of audio.  
The tape is digitized and stored on a digital audio storage system. There are three types of storage: Online, Nearline, and Offline. Redundancy 300%

#### Studio system

32 Studio performs the function of producing and transmitting audio programs  
20 Production Studio programs:  
12 Audio Broadcasting Studio:  
In 1986, the VOV's Radio Program and Archive Center was built with analog technology.  
In 2000, the VOV established the digital audio network for producing and transmitting studios and MCR in 39-41-43-45 Bà Triệu Street.

#### Program production server system

Two production server systems: Dalet and Netia program  
Dalet system used for the production and audio transmission of domestic radio programs, Netia used for foreign affairs  
All audio files and information about the radio program are stored in two program production networks





## Student's Experience as a VOV broadcaster

Participating students will experience working as broadcasters in broadcasters' studios. At the studio, students have a chance to speak out and record their voice like a radio and freely to take pictures for the memory



## Conclusion

Based on the previously created plan, the team performs specific tasks that need to be done in this process. Before participating in the process of implementing communication content and organizing activities and events for students, the group's proposal was approved by Ms. Nguyen Thuy Hoa. After that, we participated in all stages of the campaign such as building the content system of social media channels: Facebook and Tiktok; planning coordination, scripting offline activities and events. All tasks are implemented on schedule, specifically, according to the previously set timeline.

# EVALUATION

## I. Evaluation of Events

1. World Radio Day 2023
2. The VOV Radio program Production and Archive center tour

## II. Evaluation of Communication

1. Communication Effectiveness
2. Communication Production

At the end of the campaign, we used the evaluation and measurement methods as describe in the introduction to evaluate the campaign in the most objective way. We collect reviews from a wide range of participants in the campaign and use measurement tools on social media platforms. Therefore, all assessments in this section are as objective and accurate as possible.

I. EVALUATION OF EVENTS

1. World Radio Day 2023

1.1. Event Scale

The scale of the organization is expanded every year, the World Radio Day event attracts a large number of guests. To ensure security and limit space, the event is limited to 500 attendees. With the attention and support, the number of guests attending reached 424 people out of a total capacity of 500 people.

Delegates, guests and stakeholders

Đài VOV	Ủy viên BCH Trung ương Đảng, Bí thư Đảng ủy, Tổng giám đốc VOV
	Phó bí thư Đảng ủy, Phó tổng giám đốc VOV Ngô Minh Hiền
	Phó tổng giám đốc VOV, Chủ tịch Liên chi hội nhà báo Đài TNVN Phạm Mạnh Hùng
	Phó tổng giám đốc VOV Vũ Hải Quang
Cơ quan quản lý nhà nước	Ông Nguyễn Hà Yên, Phó Cục trưởng Cục Phát thanh Truyền hình và Thông tin Điện tử, Bộ Thông tin và Truyền thông
Đại biểu quốc tế	Trưởng đại diện UNESCO tại VN, ông Christian Manhart
	Giám đốc viện Phát triển Phát Thanh Truyền hình Châu Á - Thái Bình Dương AIBD, bà Philomena Gnanapragasam
Diễn giả	Nhà báo Công Vinh của Đài Tiếng nói nhân dân thành phố Hồ Chí Minh
	Nhà báo Thu Hòa, Ban Dân tộc VOV4 của Đài TNVN
Tổng: 9 Đại biểu, khách mời trong và ngoài nước	

	Đại diện CLB bạn nghe đài	Đại diện các phòng ban VOV	Đại diện các ĐPT khác	Đại diện các trường đại học
Số lượng	2	29	3	6
Tổng: 40 khách mời từ các bên liên quan				

	FPT	Báo Chí (AJC)	Nhân Văn (USSH)	CĐPT
Sv đăng ký	351	102	76	60
KPI	180	90	90	90
Sv đến dự	182	82	67	60
%	101%	91%	74%	67%
Tổng: 375 sinh viên tham gia				

Tổng: 424 đại biểu, khách mời tham dự				
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(Table I.1.1.a: World Radio Day 2023 Guest List)

Students from Universities in Hanoi

World Radio Day 2023 with the theme Radio and Peace is the main event of our media campaign. With the aim of bringing radio closer to Gen Z, we have collaborated with the International Cooperation Department (ICD) to be able to expand the scale of the event, allowing students to study disciplines related to radio - journalism - media to attend.

	FPT	Báo Chí (AJC)	Nhân Văn (USSH)	CĐPT
SV đăng ký	351	102	76	60
KPI	180	90	90	90
SV đến dự	182	82	67	60
%	101%	91%	74%	67%

(Table I.1.1.b: Number of students participating in World Radio Day 2023)

1.2. The event communication Results

1.2.1. Electronic newspapers

Compared to the original KPI referenced and set for the number of electronic articles on the event, we have guaranteed, even exceeded the KPI.

KPI	Caregories	KPI	Result	%
National Press Confernces				
1	VOV system	10	11	110%
2	E-News	5	5	100%

(Table I.1.2.1.a: World Radio Day 2023 National Press Conferences)

The event attracted many journalists to attend and report. There are 5 articles covering the event outside the VOV electronic press system.

STT	Title	Trang báo	Link báo
1	SINH VIÊN ĐH FPT THAM GIA “LỄ KỶ NIỆM NGÀY PHÁT THANH THẾ GIỚI” TẠI ĐÀI TIẾNG NÓI VIỆT NAM VOV	FPT.edu	link
2	Tổng Giám đốc VOV Đỗ Tiến Sỹ: VOV luôn tự hào là tiếng nói của lương tri và hòa bình	Baobinhphuoc.com.vn	link
3	Phát thanh cần chứng minh giá trị của mình bằng việc truyền tải những thông tin tin cậy	Công luận	link
4	UNESCO lựa chọn chủ đề chung của Ngày Phát thanh Thế giới năm 2023 là “Phát thanh và Hòa bình”	ABEL.GOV	link
5	Word Radio Day Observation in Hanoi, Vietnam	AIBD.org.my	link

(Table: World Radio Day 2023 E-newspapers)



The articles are published in the press release based on the press release we provided at the event.

VOV

TIẾNG NÓI VIỆT NAM

THÔNG CÁO BÁO CHÍ

NGÀY PHÁT THANH THẾ GIỚI 2023

(VOV- Hà Nội, 13/02/2023). Ngày Phát thanh Thế giới lần đầu tiên được tổ chức năm 2013 theo quyết định của Đại hội đồng UNESCO với ý nghĩa ngày 13/2 là ngày đầu tiên phát sóng chương trình phát thanh của Liên hợp quốc vào năm 1946. Kể từ năm 2013 đến nay, Đài TNVN đều xây dựng kế hoạch hướng ứng và tổ chức Lễ kỷ niệm hàng năm. Ngày Phát thanh thế giới trở thành một ngày hội dành cho những người làm phát thanh, yêu phát thanh trên thế giới nói chung và Việt Nam nói riêng; nhằm tôn vinh những đóng góp tích cực của phát thanh cho sự phát triển của đất nước và xã hội, đặc biệt là trong bối cảnh khủng hoảng, đại dịch như hiện nay.

Năm 2023, UNESCO cùng với Viện Phát triển Phát thanh Truyền hình Châu Á – Thái Bình Dương lựa chọn chủ đề của Ngày Phát thanh thế giới là “Phát thanh và Hòa bình”, với mong muốn nhấn mạnh vai trò của phát thanh trong việc định hướng dư luận nhằm ngăn ngừa xung đột, đồng thời thúc đẩy sự gắn kết, chia sẻ, cùng chung tay xây dựng một xã hội hòa bình và nhân ái.

Tham dự Lễ kỷ niệm Ngày Phát thanh thế giới năm nay tại Đài TNVN có ông Đỗ Tiến Sỹ, Ủy viên BCH TW Đảng, Tổng Giám đốc Đài TNVN, ông Christian Manhart, Trưởng Văn phòng UNESCO Hà Nội, bà Philomena Gnanapragasam, Giám đốc Viện Phát triển Phát thanh Truyền hình châu Á - Thái Bình Dương AIBD, đồng thời cũng là một chuyên gia phát thanh từng đoạt nhiều giải thưởng quốc tế. Ngoài ra, tham dự buổi lễ là những người làm phát thanh tại Đài TNVN và các đài phát thanh địa phương, cùng đại diện các câu lạc bộ Bạn Yêu Đài TNVN, sinh viên các trường Đại học khu vực Hà Nội và lân cận.

Trong khuôn khổ của Lễ kỷ niệm cũng diễn ra chương trình giao lưu, tọa đàm về vai trò của phát thanh đối với cuộc sống, đặc biệt là vai trò của phát thanh trong việc góp phần thay đổi nhận thức, đoàn kết cộng đồng và thúc đẩy hòa bình với sự

tham dự của các diễn giả: Ông Phạm Mạnh Hùng, Phó Tổng Giám đốc Đài TNVN, bà Philomena Gnanapragasam, Giám đốc Viện Phát triển Phát thanh Truyền hình châu Á - Thái Bình Dương AIBD, nhà báo Nguyễn Công Vinh, Đài Tiếng nói Nhân dân Thành phố Hồ Chí Minh và nhà báo Nguyễn Thu Hòa, Ban Dân tộc VOV4.

Phát thanh giúp cung cấp thông tin, khuyến khích đưa ra các sáng kiến về hòa bình, kêu gọi sự chung tay, nỗ lực giải quyết mâu thuẫn, xung đột thông qua các giải pháp hòa bình. Phát thanh tạo ra không gian cho các cuộc đối thoại, trao đổi, cho phép mọi người thể hiện, bày tỏ quan điểm về những vấn đề họ quan tâm. Phát thanh chính là đại diện cho tiếng nói của những cộng đồng, những nhóm người yếu thế trong xã hội, góp phần làm giảm căng thẳng, ngăn chặn xung đột trước khi mâu thuẫn bùng phát thành bạo lực, nâng cao nhận thức, hoặc đưa ra các cảnh báo kịp thời về các yếu tố có thể gây ra mâu thuẫn, căng thẳng ở một số khu vực nhất định, xóa bỏ những hiểu lầm, xây dựng lại niềm tin thông qua các chương trình phát thanh cụ thể.

<https://www.unesco.org/en/days/world-radio/radio-peace>

Mọi thông tin chi tiết, xin vui lòng liên hệ: Ms Hòa Bình, Phòng Các tổ chức quốc tế, Ban Hợp tác Quốc tế. Số ĐT: 62727108/0903292576.

Website


FPT.Edu

SINH VIÊN ĐH FPT THAM GIA “LỄ KỶ NIỆM NGÀY PHÁT THANH THẾ GIỚI” TẠI ĐÀI TIẾNG NÓI VIỆT NAM VOV

14/02/2023

Tham gia “Lễ kỷ niệm ngày phát thanh thế giới” tại Đài Tiếng Nói Việt Nam VOV là cơ hội để các bạn sinh viên ngành truyền thông Đại học FPT Hà Nội hiểu rõ hơn về phát thanh – một trong những phương tiện truyền thông đại chúng lâu đời trên thế giới.

Sáng ngày 13/2/2023 vừa qua, nhóm đồ án tốt nghiệp của bạn Nguyễn Ngọc Linh – sinh viên năm cuối ngành Quản Trị Truyền Thông Đa Phương Tiện đại học FPT đã phối hợp với Đài tiếng nói Việt Nam VOV tổ chức Lễ kỷ niệm ngày phát thanh thế giới với chủ đề “Phát thanh và hòa bình”. Đồng thời, Linh cũng là người kết nối với đài VOV, tạo cơ hội cho sinh viên ngành truyền thông FPTU được tham gia trải nghiệm ngày lễ trọng đại của nhà đài. Nhờ vậy, các bạn sinh viên có dịp hiểu rõ hơn về phát thanh – một trong những phương tiện truyền thông đại chúng lâu đời.



Posts on FPT.Edu Website

Binh Phuoc

News

Chuyên Mục

Tin Mới

Tiền Ích

Bình Phước

ĐÀI PHÁT THANH - TRUYỀN HÌNH VÀ BÁO BÌNH PHƯỚC

online

Truyền Hình

Giới Thiệu - Liên Hệ

Tìm Kiếm

CHÍNH TRỊ

PHÁP LUẬT

KINH TẾ

XÃ HỘI

QUỐC TẾ

Y TẾ

GIÁO DỤC

VĂN HÓA

CÔNG NGHỆ

KINH TẾ QUỐC PHÒNG

THỂ THAO

GIẢI TRÍ

SÁCH NÓI

DÒNG SỰ KIỆN

Liên hoan Nghiệp vụ báo chí tỉnh Bình Phước

SEA Games 32

CHÍNH SÁCH VÀ CUỘC SỐNG

CHÀO NHÉ YÊU THƯƠNG

LẤY Ý KIẾN DỰ THẢO LUẬT Đ


XÃ HỘI

Tổng Giám đốc VOV Đỗ Tiến Sỹ: VOV luôn tự hào là tiếng nói của lương tri và hòa bình

Thứ 2, 13/02/2023 | 16:41:10 | 1,208 lượt xem

Sáng 13-2, Đài TNVN (VOV) tổ chức lễ kỷ niệm ngày Phát thanh Thế giới năm 2023 và tọa đàm với chủ đề “Phát thanh và hòa bình”. Đây cũng chính là chủ đề chung của Ngày Phát thanh Thế giới năm 2023 do UNESCO lựa chọn.

Tham dự buổi lễ, về phía Đài TNVN có sự tham gia của Ủy viên BCH Trung ương Đảng, Bí thư Đảng ủy, Tổng Giám đốc VOV Đỗ Tiến Sỹ; Phó Bí thư Đảng ủy, Phó Tổng Giám đốc VOV Ngô Minh Hiền; Phó Tổng Giám đốc VOV, Chủ tịch Liên chi hội Nhà báo Đài TNVN Phạm Mạnh Hùng; Phó Tổng Giám đốc VOV Vũ Hải Quang.



XEM NHIỀU

1

Bình Phước: Khởi tố, bắt bị can để tạm giam giám đốc buôn lậu gần 3.400 tấn hạt điều thô

2

Chuyển đổi số - từ khởi động đến chuyển động - Bài cuối

3

Mẹ mãi là cô giáo của đời con!

4

Đã xác định danh tính người phụ nữ tử vong tại đập Bà Mụ

5

Bình Phước: Phát hiện thi thể người phụ nữ tại đập Bà Mụ

Posts in Binh Phuoc Newspaper

Cong Luan

News

CÔNG LUẬN

CƠ QUAN TRUNG ƯƠNG HỒN HÓA BÁO VIỆT NAM

Báo chí - Truyền thông

Thời sự

Quốc tế

Kinh tế

Pháp luật

Xã hội

Văn hóa

Khoa học - Công nghệ

Video

BÁO CHÍ - TRUYỀN THÔNG

Nghề báo

Phát thanh cần chứng minh giá trị của mình bằng việc truyền tải những thông tin tin cậy

15:21, 13/02/2023

Chia sẻ

Chia sẻ


(CLO) Đó là khẳng định của Tổng Giám đốc Đài Tiếng Nói Việt Nam (VOV) Đỗ Tiến Sỹ tại lễ kỷ niệm ngày Phát thanh Thế giới năm 2023 và tọa đàm với chủ đề “Phát thanh và hòa bình” diễn ra vào sáng 13/2 do Đài TNVN (VOV) tổ chức.

00:00


00:00

Audio


Phát biểu khai mạc buổi lễ, Ủy viên Trung ương Đảng, Bí thư Đảng ủy, Tổng Giám đốc VOV Đỗ Tiến Sỹ bày tỏ niềm vui mừng bởi thời gian qua VOV luôn tổ chức các hoạt động kỷ niệm Ngày Phát thanh Thế giới một cách trang trọng. Đây có thể coi như là một ngày hội dành cho những người làm phát thanh, yêu phát thanh trên thế giới nói chung và Việt Nam nói riêng nhằm tôn vinh những đóng góp tích cực của phát thanh cho sự phát triển của đất nước và xã hội.




TIỂU ĐIỂM




Cách những tạp chí giá 14 USD thành công trong thời đại 4.0



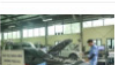
Chính phủ sẽ xử lý nghiêm cán bộ sơ trách nhiệm, sách nhiều chủ đầu tư bấ...



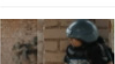
ChatGPT thách thức nhà báo ở sự năng cao trình độ nghề nghiệp



Khai mạc Giải bóng đá Cúp Nhà báo & Công luận lần II - 2023



Xem xét miễn kiểm định lần đầu với ô tô mới từ ngày 1/7/2023



Cuộc sống và công việc của các nhà báo trên chiến tuyến Nga - Ukraine

TIN ĐỌC NHIỀU

1

Dự án Mai Sơn - Quốc lộ 45 sẽ thông tuyến và đưa vào sử dụng từ ngày

Posts in Cong Luan Newspaper

82

83





STT	Tiêu đề	Trang báo	Link báo
1	VOV unites people and promotes peace	<a href="#">VOVworld</a>	<a href="#">link</a>
2	Tổng Giám đốc VOV Đỗ Tiến Sỹ: VOV luôn tự hào là tiếng nói của lương tri và hòa bình	<a href="#">VOV.vn</a>	<a href="#">link</a>
3	Thank you, listeners, for sending us congratulatory messages on World Radio Day February 13	<a href="#">VOVworld</a>	<a href="#">link</a>
4	Ngày Phát thanh thế giới 2023: Phát thanh thúc đẩy hòa bình, giảm thiểu xung đột	<a href="#">VOV.vn</a>	<a href="#">link</a>
5	Ngày Phát thanh Thế giới 2023: “Phát thanh và Hòa bình”	<a href="#">VOVworld</a>	<a href="#">link</a>
6	Lễ kỷ niệm Ngày phát thanh thế giới 2023 (13/2/2023)	<a href="#">VOV1.VOV.VN</a>	<a href="#">link</a>
7	Phát thanh và Hòa bình	<a href="#">VOV.vn</a>	<a href="#">link</a>
8	Ngày phát thanh thế giới: Radio xứ Vạn đảo thích ứng và thay đổi để tạo sức sống mới	<a href="#">VOV.vn</a>	<a href="#">link</a>
9	Lễ kỷ niệm Ngày Phát thanh thế giới 2023: Phát thanh và hòa bình	<a href="#">truyenhinhhdu lich.vn</a>	<a href="#">link</a>
10	Tổng Giám đốc Đỗ Tiến Sỹ: VOV luôn tự hào là tiếng nói của lương tri và hòa bình	<a href="#">vtc.vn</a>	<a href="#">link</a>
11	Ngày Phát thanh thế giới 2023: Phát thanh thúc đẩy hòa bình, giảm thiểu xung đột	<a href="#">vtc.vn</a>	<a href="#">link</a>

(Table: I.1.2.1.c: World Radio Day 2023 VOV's E-newspapers)







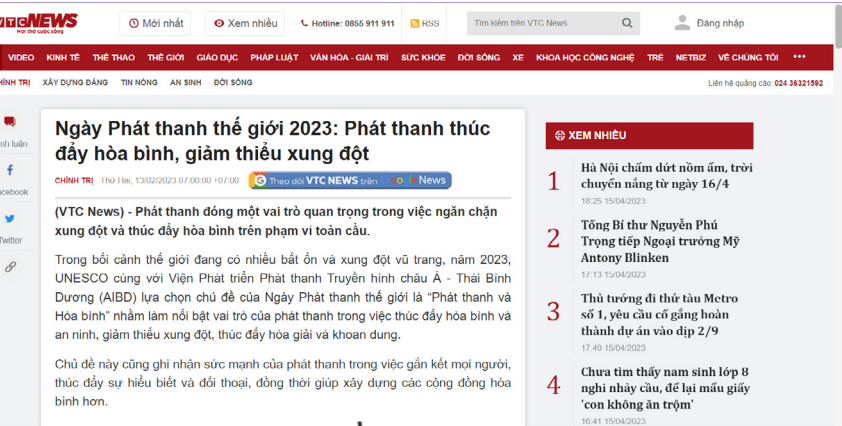
News  
VOV



News  
VOV5



News  
VOV

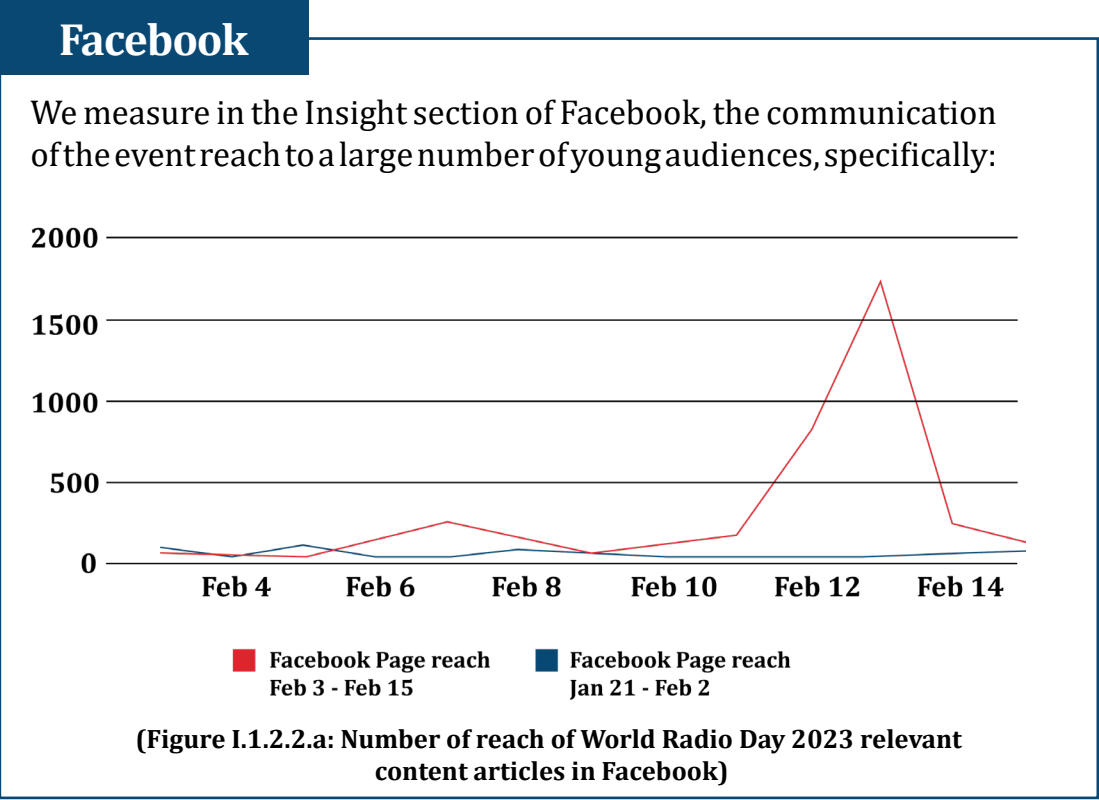


News  
VTC

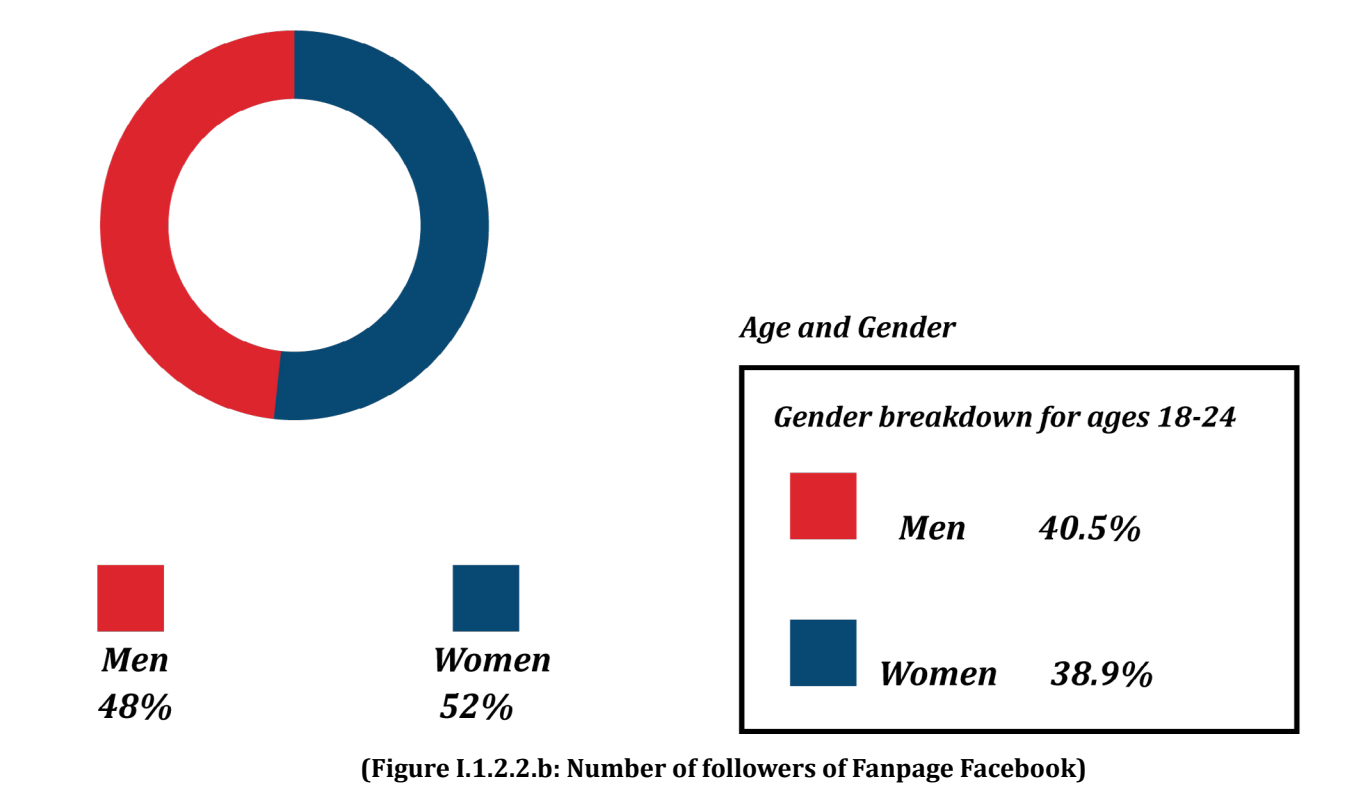
Bài Đăng trên VTC News

1.2.2. Social media platforms

The communication for the event on the two platforms Facebook and Tiktok received a lot of positive feedback from the audience.



We measure in the Insight section of Facebook, the communication of the event reach to a large number of young audiences, specifically:





Post Coverage Details

Facebook

Title	Date published	Reach
<input type="checkbox"/> [VOV LUÔN TỰ HÀO LÀ TIẾNG NÓI CỦA LƯƠNG TRI, CỦA HÒA BÌNH] 🗣️ Sáng ... World Radio Day in Vietnam	Boost post ... Tue Feb 14, 9:04pm	9K Accounts Center accounts reached
<input type="checkbox"/> [LỜI CẢM ƠN] 🗣️ Vây là sự kiện Ngày Phát thanh Thế giới 2023 - Phát thanh và ... World Radio Day in Vietnam	Boost post ... Mon Feb 13, 8:37pm	4.1K Accounts Center accounts reached
<input type="checkbox"/> Công tác chuẩn bị cho WRD #VOV #WRD World Radio Day in Vietnam	... Sun Feb 12, 9:15pm	--
<input type="checkbox"/> [QUYỀN LỢI KHI THAM GIA SỰ KIỆN] 🗣️ Chỉ còn hai ngày nữa thôi là tới Ngày P... World Radio Day in Vietnam	Boost post ... Sat Feb 11, 8:00pm	1.8K Accounts Center accounts reached
<input type="checkbox"/> [NHỮNG ĐIỀU CẦN CHÚ Ý KHI THAM GIA SỰ KIỆN] 🗣️ Trong những ngày vừa q... World Radio Day in Vietnam	Boost post ... Fri Feb 10, 8:20pm	4K Accounts Center accounts reached
<input type="checkbox"/> [NHẬN GIẤY MỜI NGÀY PHÁT THANH THẾ GIỚI 2023] 📄 Thời gian: 10h00 - 16... World Radio Day in Vietnam	Boost post ... Tue Feb 7, 8:30pm	407 Accounts Center accounts reached
<input type="checkbox"/> [NGÀY PHÁT THANH THẾ GIỚI 2023 - PHÁT THANH VÀ HÒA BÌNH] 🗣️ Với mong ... World Radio Day in Vietnam	Create ad ... Mon Feb 6, 8:00pm	495 Accounts Center accounts reached
<input type="checkbox"/> [PHÁT THANH VÀ HÒA BÌNH] 🗣️ Ra đời vào ngày 13/2/2011, Ngày Phát thanh T... World Radio Day in Vietnam	Boost post ... Fri Feb 3, 8:15pm	8.7K Accounts Center accounts reached

(Figure I.1.2.2.c: Details Reach of World Radio Day 2023 relevant content articles in

TikTok



Videos related to the event range from 7000 - 20,000 people.

STT	Tittle	View	Like
1	Ông Ngô Minh Hiền (Phó Tổng Giám đốc ĐTNVN) phát biểu nhân Ngày Phát Thanh Thế Giới 2023.	7716	169
2	Công tác chuẩn bị cho Ngày Phát Thanh Thế Giới	1069	39
3	Lời cảm ơn	380	19
4	Ngày Phát Thanh Thế Giới tại ĐTNVN	20100	1333
5	Sinh viên Đại học FPT tham gia sự kiện Ngày Phát Thanh Thế Giới của đài VOV	169	5

(Figure I.1.2.2.d: Details Reach of World Radio Day 2023 relevant content videos in TikTok)

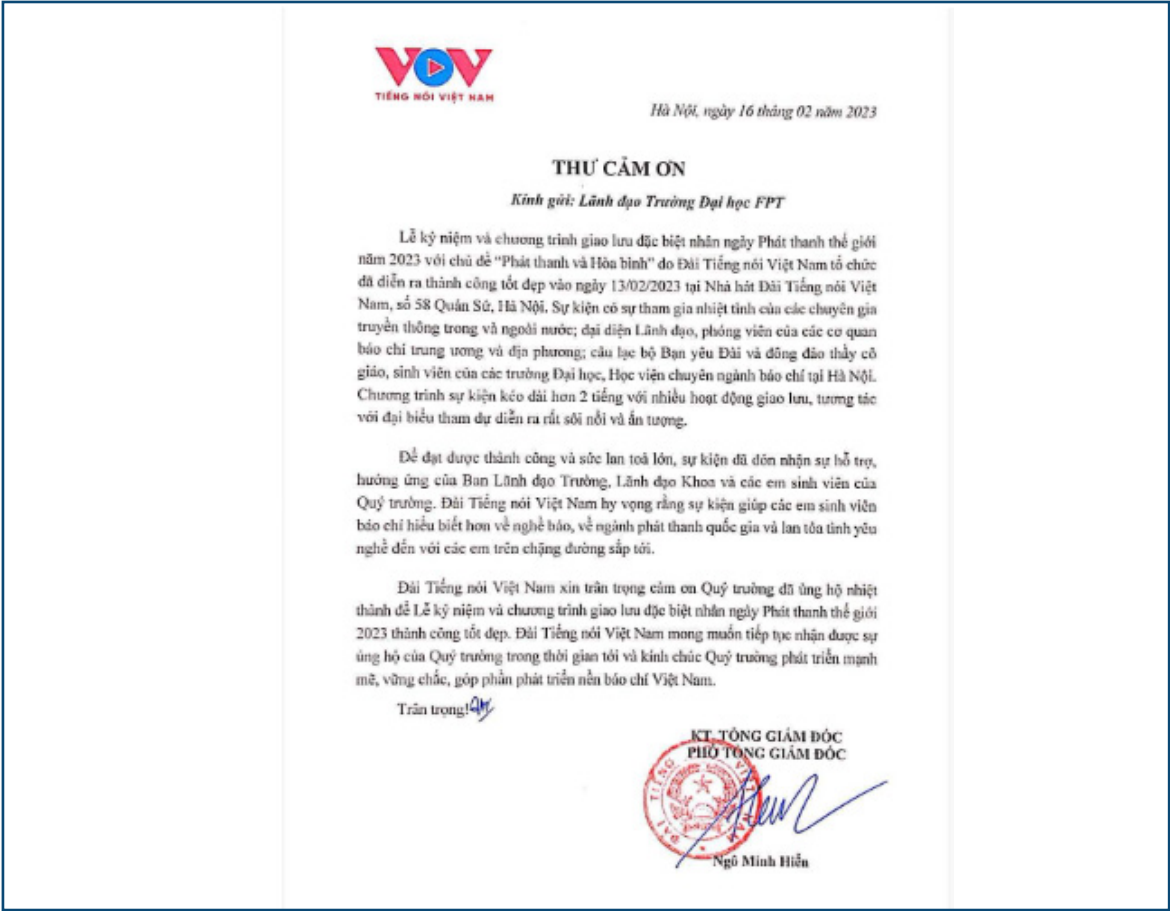
In total, videos with content related to World Radio Day 2023 posted on the social networking platform TikTok have attracted nearly 30,000 reach and more than 1500 likes.

1.3. Event feedback

The event received many positive reviews and feedback from the VOV as well as participating students.

1.3.1. Feedback of the VOV

After the event, the Voice Of Vietnam sent a letter of thanks to the school leaders, along with all FPT students participating.



(Thank-you letter from the Voice Of Vietnam)



In addition, the team is highly appreciated by the General Director of the VOV in conceptualizing and designing event publications. As soon as the event ended, we were invited to the director of the VOV office for a private conversation.



(The director of the VOV and our team)

### 1.3.2. Feedback of the ICD - VOV

*We also received an assessment of the process of participating in the event from Ms. Nguyen Thuy Hoa - Head of the International Cooperation Department - VOV:*

“Lần đầu tiên làm việc với các sinh viên FPT, tôi thật sự hài lòng với nhóm Ngọc Linh, Diệu Anh, Sỹ Chiến và Tiến. Các em rất chu đáo, nhanh nhẹn, có trách nhiệm, luôn chủ động đề xuất công việc và thực hiện một cách sáng tạo. Khi tổ chức ngày Phát thanh thế giới (13-2), các em có cơ hội tham gia vào tất cả các khâu: cùng lên kịch bản, cùng lập dự trù kinh phí, soạn và in giấy mời, thiết kế backdrop và standee, lên danh sách khách mời, mời khách, gọi điện xác nhận với khách VIP, đón khách, lên danh sách phóng viên, viết và gửi thông cáo báo chí, làm truyền thông trước, trong và sau sự kiện thông qua mạng xã hội, nhắm tới đối tượng công chúng trẻ. Đây là cơ hội thực hành nhưng cũng rất thử thách bởi khối lượng công việc nhiều lại đa dạng. Các em đã biết phân công rõ ràng một người chịu trách nhiệm một mảng và phối hợp nhịp nhàng với nhau, cũng như với các anh chị chuyên viên trong Ban Hợp tác quốc tế.”



Hà Nội ngày 6 tháng 4 năm 2023

#### ĐÁNH GIÁ QUY TRÌNH THAM GIA TỜ CHỨC

Kính gửi: Lãnh đạo Trường Đại học FPT

Tôi là Nguyễn Thủy Hoa, Trưởng Ban Hợp tác quốc tế, Đài Tiếng nói Việt Nam (VOV).

Lần đầu tiên làm việc với các sinh viên FPT, tôi thật sự hài lòng với nhóm 4 sinh viên: Nguyễn Ngọc Linh, Nguyễn Diệu Anh, Trương Công Tiến, Mai Sỹ Chiến. Các em rất chu đáo, nhanh nhẹn, có trách nhiệm, luôn chủ động đề xuất công việc và thực hiện một cách sáng tạo.

Khi tổ chức ngày Phát thanh thế giới (13-2), các em có cơ hội tham gia vào tất cả các khâu: cùng lên kịch bản, cùng lập dự trù kinh phí, soạn và in giấy mời, thiết kế backdrop và standee, lên danh sách khách mời, mời khách, gọi điện xác nhận với khách VIP, đón khách, lên danh sách phóng viên, viết và gửi thông cáo báo chí, làm truyền thông trước, trong và sau sự kiện thông qua mạng xã hội, nhắm tới đối tượng công chúng trẻ. Đây là cơ hội thực hành nhưng cũng rất thử thách bởi khối lượng công việc nhiều lại đa dạng. Các em đã biết phân công rõ ràng, mỗi người chịu trách nhiệm một mảng và phối hợp nhịp nhàng với nhau, cũng như với các anh chị chuyên viên trong Ban Hợp tác quốc tế.

Các em chủ động đề xuất quản trị kênh Tiktok “VOV kết nối” và trang Facebook của “Ngày phát thanh thế giới tại Việt Nam”. Việc này đòi hỏi mất khá nhiều công sức vì phải xây dựng kịch bản, ghi hình, tìm tư liệu, biên tập clip... để

cập nhật thường xuyên. Các em đã có sáng kiến làm những mini game sinh động, hay các đoạn clip ngắn, vui nhộn để đăng xen kẽ với những bài tư liệu khó khăn.

Thái độ làm việc nghiêm túc còn thể hiện ở việc thường xuyên tra cứu tư liệu trong Thư viện của VOV, thay vì chỉ lên mạng tìm thông tin cho nhanh.

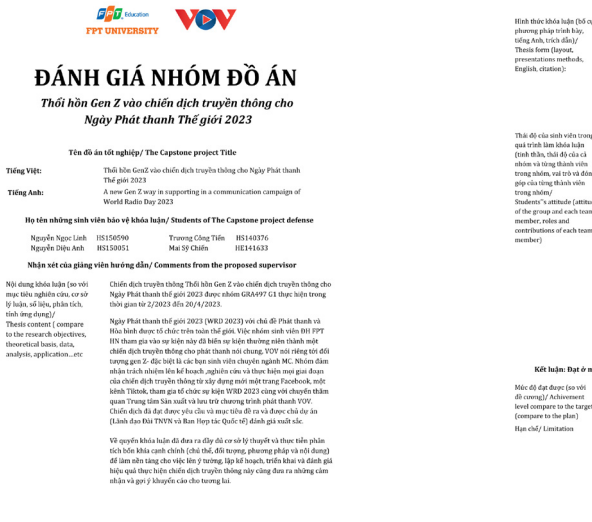
Trong quá trình thực hiện cũng đôi khi gặp khó khăn do các em chưa có kinh nghiệm làm việc trong cơ quan Nhà nước. Tuy nhiên, các em biết cách phản ứng rất kịp thời để xử lý sự cố và thông qua đó, các em cũng học được một số kỹ năng mềm cần thiết. Các em đã làm được khá nhiều điều trong kỳ thực tập tại VOV. Tôi đánh giá đây là những sinh viên rất có triển vọng./.

  
Nguyễn Thủy Hoa

### 1.3.3 Feedback of supervisor

*After the event, the group also received positive feedback from the instructor - Ms. Vu Viet Nga:*

“Trong quá trình học ở ĐH FPT- là một trường ĐH sinh ra trong lòng doanh nghiệp và hướng về doanh nghiệp, các nội dung các em được học chủ yếu là về truyền thông doanh nghiệp. Vì vậy các em đã có nhiều bài học khá hay về môi trường nhà nước, các kiến thức về môi trường kinh doanh trong nước, nhiều loại hình báo chí. Lần đầu tiên các em được tiếp xúc trực tiếp với cách làm việc của một đài phát thanh quốc gia từ sự nhạy cảm về chính trị, những quy trình hành chính, thủ tục văn bản, đến những điều nhỏ như kế hoạch truyền truyền, công văn đi/đến...”



## 2. The VOV's Program Production and Archive Center tour

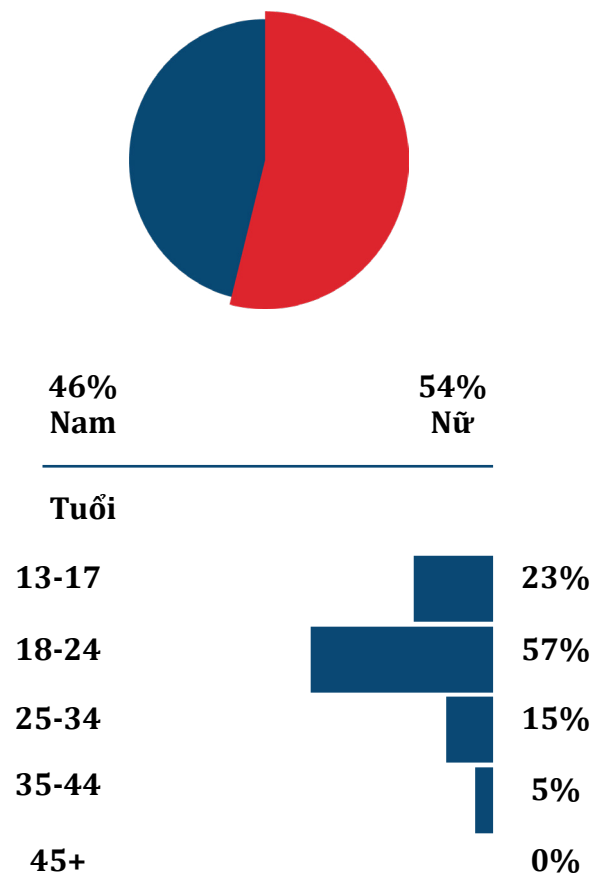
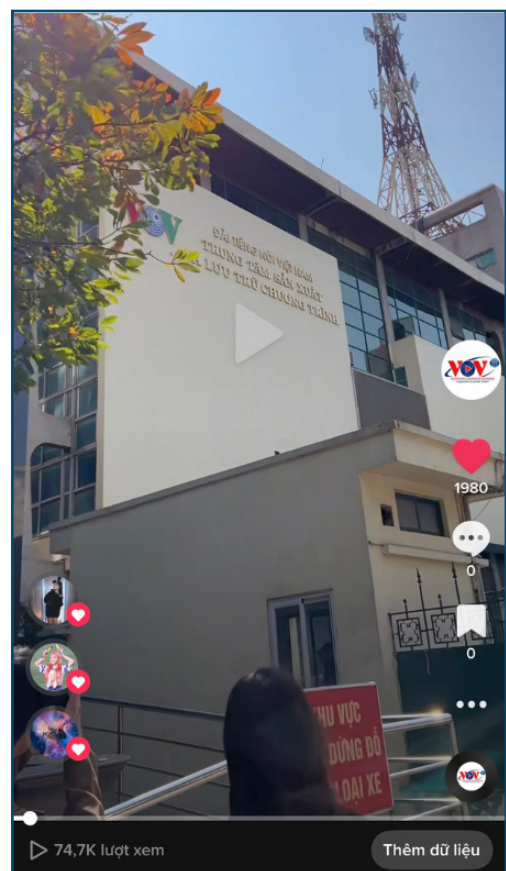
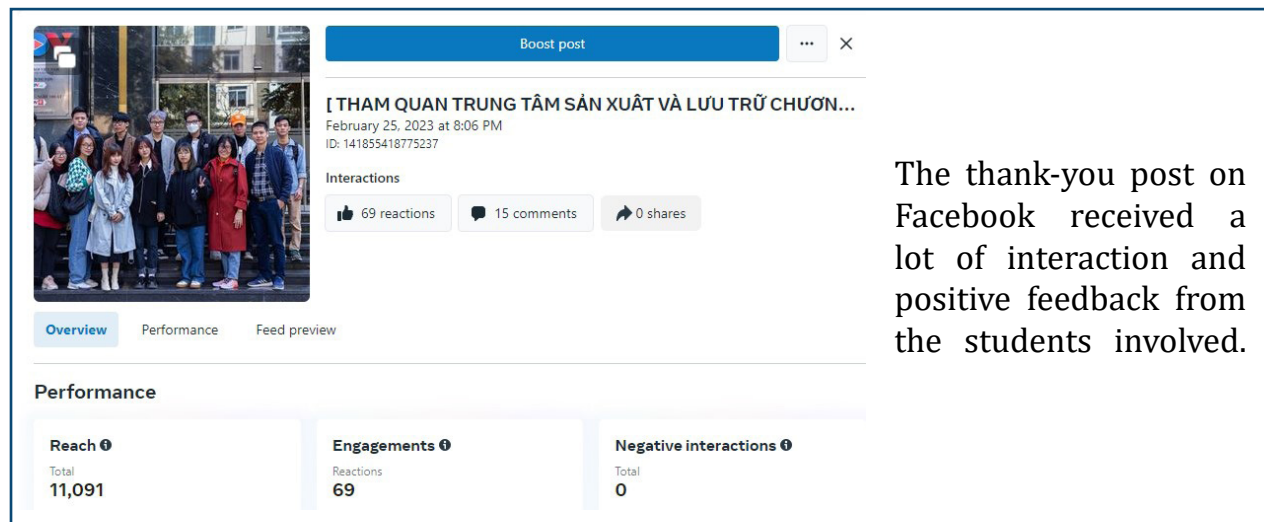
### 2.1. Tour size

Due to the fact that the number of students registering for the World Radio Day event was too large for us, we organized an activity to visit the VOV's Radio Program Production and Archive Center as a supplement to the event. The VOV's Radio Program Production and Archive Center No. 39 Ba Trieu is the key technical unit of the Vietnam Radio Broadcasting Corporation. To ensure the safety of some documents and equipment stored at the center, the tour is limited to 15-20 people. In addition, the process of applying for a visit permit is also very complicated, so we do not organize it on a large scale. The target group is registered to visit students of FPT University who have registered for a previous radio event but have not had the opportunity to participate because of limited scale.

Mục	Số lượng
Sinh viên đăng ký	35
Sinh viên tham gia	20
KPI	15
%	133%

(Table 1.2.1: Number of students participating in activities)

## 2.2. Relevant communication activities



(Communication data of tour)

On the TikTok platform, we measure in the Insight section of the event video to reach a large audience of young people, specifically: The event video has a reach of nearly 75,000 people. In which, men account for 46% and women account for 54%. Viewers aged 18-24 and 25-34 make up 72% of the total viewership on the platform.

After the activity, we also sent a letter of thanks to the Director of the Radio Program and Archive Center, the VOV technical instructors, along with the staff in the QL&TC Department, the HRD Department, and the teachers who supported us to organize this experience.

## II. EVALUATION OF THE COMMUNICATION CAMPAIGN PRODUCTS

### 1. Communication Effectiveness

#### 1.1. Facebook

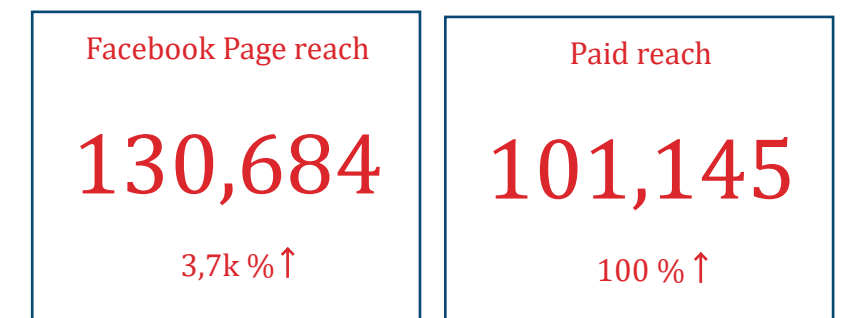
In this campaign, under the permission and censorship of the ICD-VOV International Cooperation Department, we have built a Facebook fan page called World Radio Day in VietNam to connect and bring radio to the Gen Z generation through this annual event. In addition, the fanpage functions as an information channel about radio, transmitting content and messages around radio to Gen Z target groups

Our Facebook fan page reached 300 likes and 326 followers. Moreover, the indicators we achieve ensure the initial KPIs set

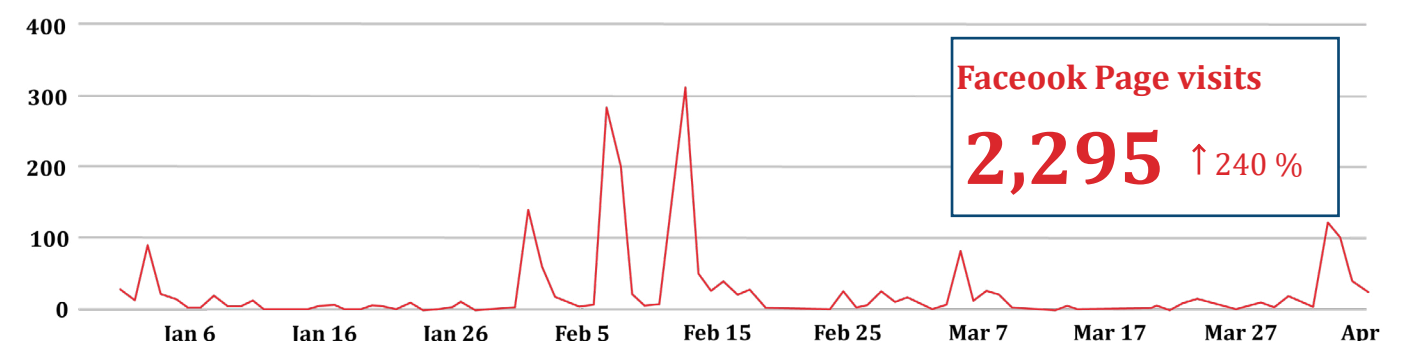
Compared to the popularity of radio with an audience of 18-30 (Gen Z), the reach of the content we posted on the platform was rated medium-high.

The number of viewers visiting the fanpage remained at a steady level throughout the campaign.

No	Categories	KPI	Result	%
Facebook				
1	Total articles	35	33	94,29%
2	Total video	20	23	115%
3	Total reach	150.000	147.855	98,57%



(Figure II.1.1.a: Total Facebook Page reach)



(Figure II.1.1.b: Average Facebook Page visits)

[ GEN Z CHỌN NGHỀ ] Trên hành trình lập lớn, đứ...	Boost post	Sun Mar 19, 8:00pm	5.2K	45
World Radio Day in Vietnam			Accounts Center accounts r...	Post engagements
[ GEN Z VÀ MỘT VẤN CÂU HỎI VÌ SAO ] Thế hệ G...	Boost post	Fri Mar 17, 8:00pm	7.9K	57
World Radio Day in Vietnam			Accounts Center accounts r...	Post engagements
[ PHÁT THANH ĐỒNG HÀNH CÙNG GIỚI TRÉ ] ở ...	Boost post	Wed Mar 15, 8:00pm	7.9K	54
World Radio Day in Vietnam			Accounts Center accounts r...	Post engagements



## 1.2. Tiktok

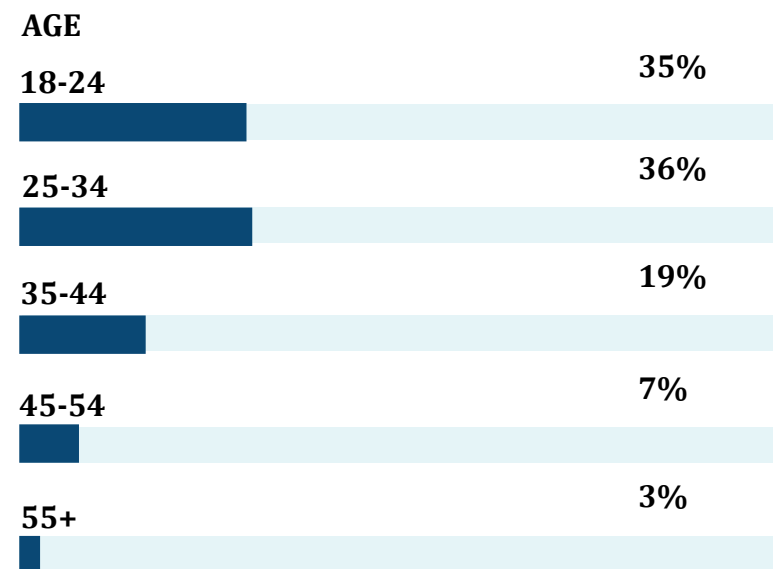
Realizing that TikTok platform has a suitable audience for the target audience in the campaign, with the support of the ICD - VOV International Cooperation Department, we have built a TikTok channel with the name: the VOV Connect, which aims to bring the radio closer to Gen Z. In addition, the channel has the function of transmitting information about radio broadcasting in general and stories about the VOV - Voice Of Vietnam in particular.



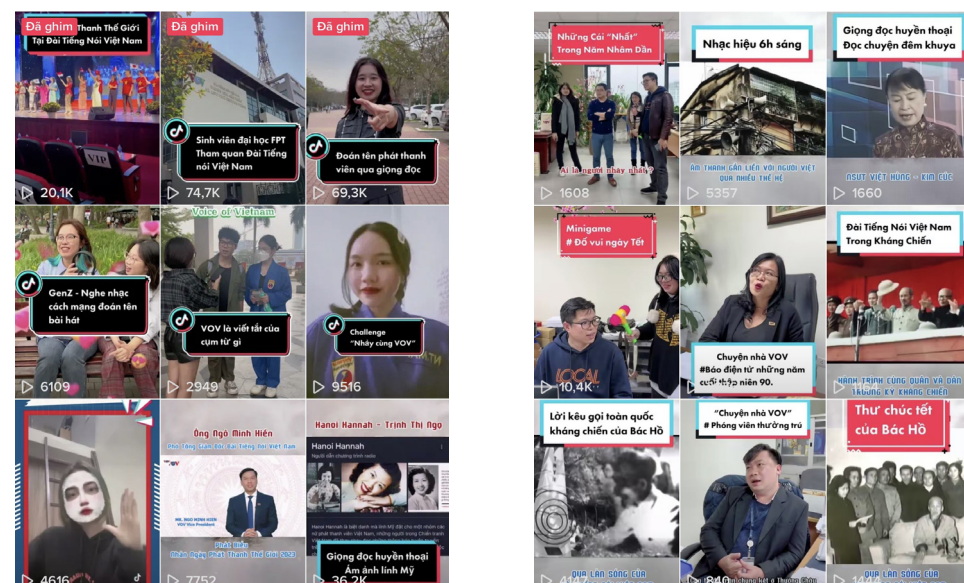
Up to now, we have exceeded the previously set target for the TikTok channel.

No	Categories	KPI	Result	%
TikTok				
1	Total videos	35	34	97,14%
2	Total views	250.000	310.126	124,05%
3	Total likes	15.000	12.109	80,73%

(Table II.1.2.a: Overview data of TikTok Account)



(Figure II.1.2.b: Specific data of TikTok Account)



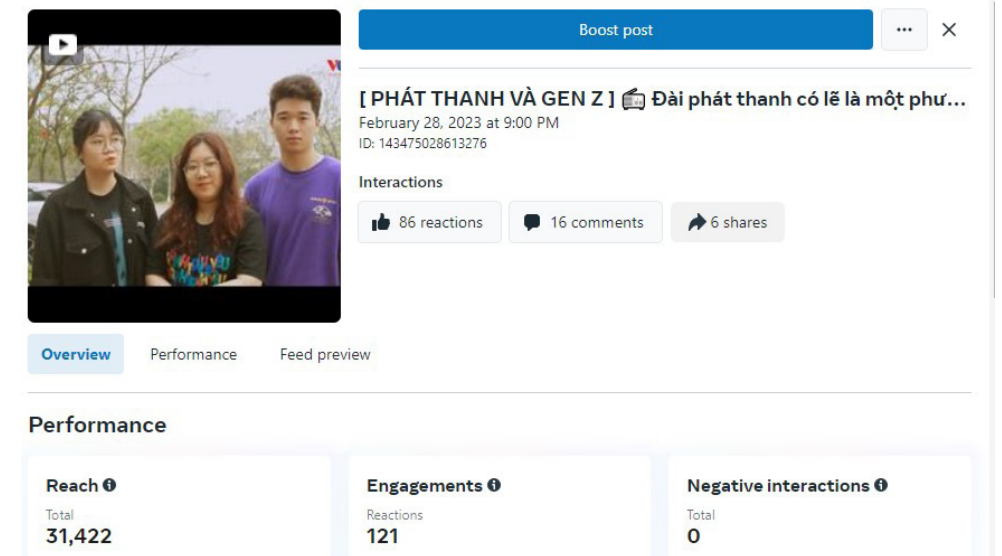
(Videos with content related to the Gen Z audience)

## 2. The Communication Campaign Production

### 2.1. Video interview

Aiming to bring radio closer to Gen Z, we have produced a video interviewing students aged 19-22 to better understand the needs and habits of listening to radio among young people.

The video was posted on Facebook and reached 31,337 people between the ages of 18 and 30.



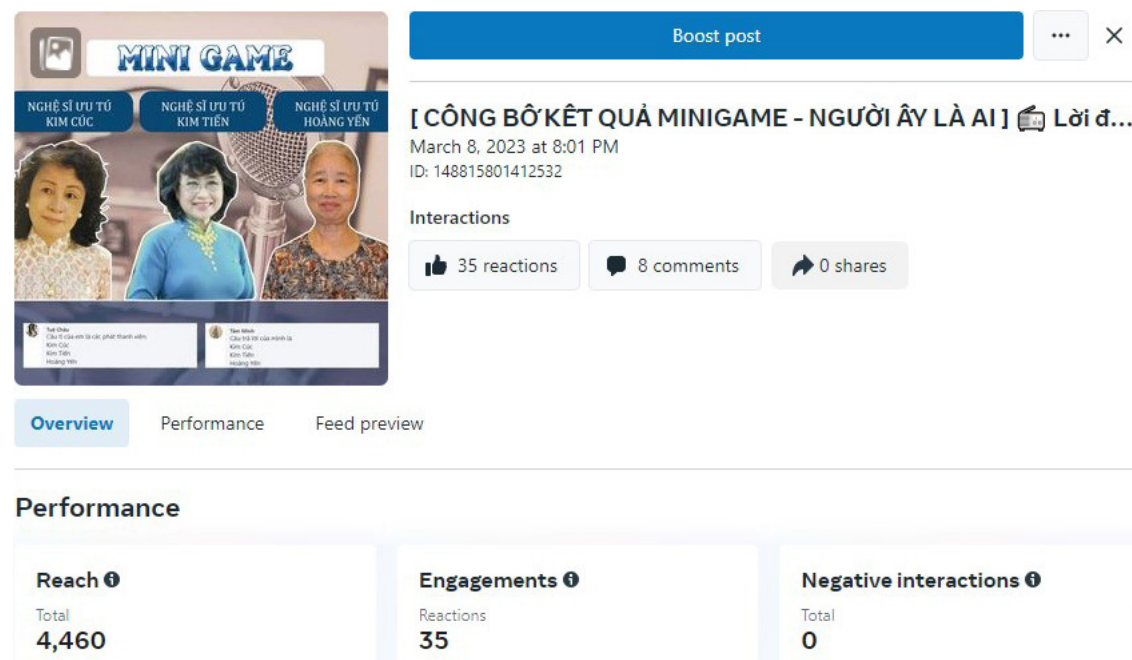
(Video interview posted on Facebook platform)

### 2.2. Minigame

We organize Minigames on the Facebook social networking platform for the purpose of two-way interaction with the audience, making the audience proactive in finding out information related to broadcasting.



(Detailed coverage and engagement of Minigame posts on Facebook platform)

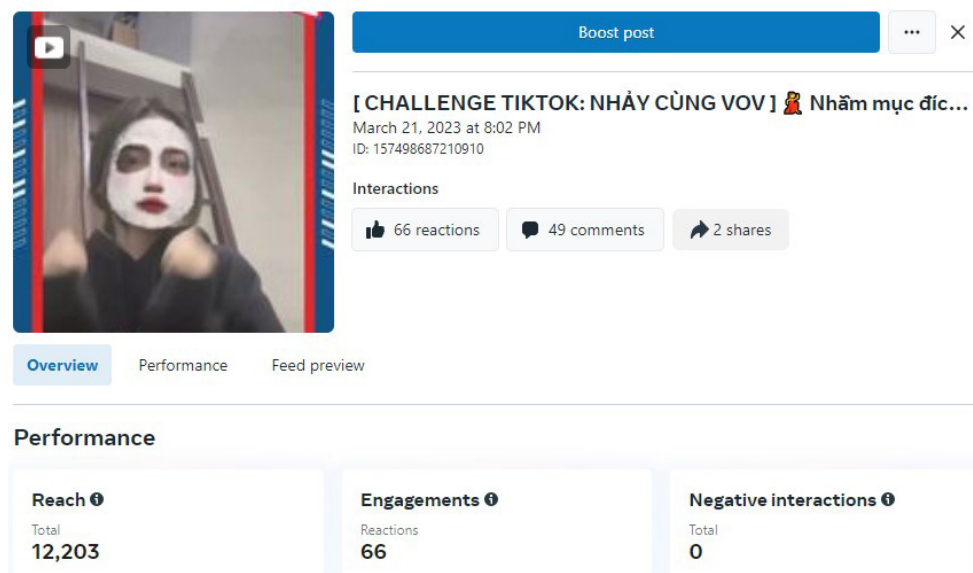


(Detailed coverage and engagement of Minigame results post published on Facebook platform)

Minigame has a coverage of more than 6000 people, received more than 250 interactions and attracted nearly 50 Mini Game participants. In addition, the post announcing the Minigame results on Facebook received many interactions and positive feedback from the students involved.

## 2.3. TikTok Challenge

Aiming to create a dynamic and creative playground, while bringing the radio closer to the young generation, we launched TikTok Challenge “Dance with the VOV” on Facebook and TikTok platforms for 12 days (from March 22 to April 2, 2023). On the Facebook platform, the event launch post received a lot of interest and interaction from the audience.

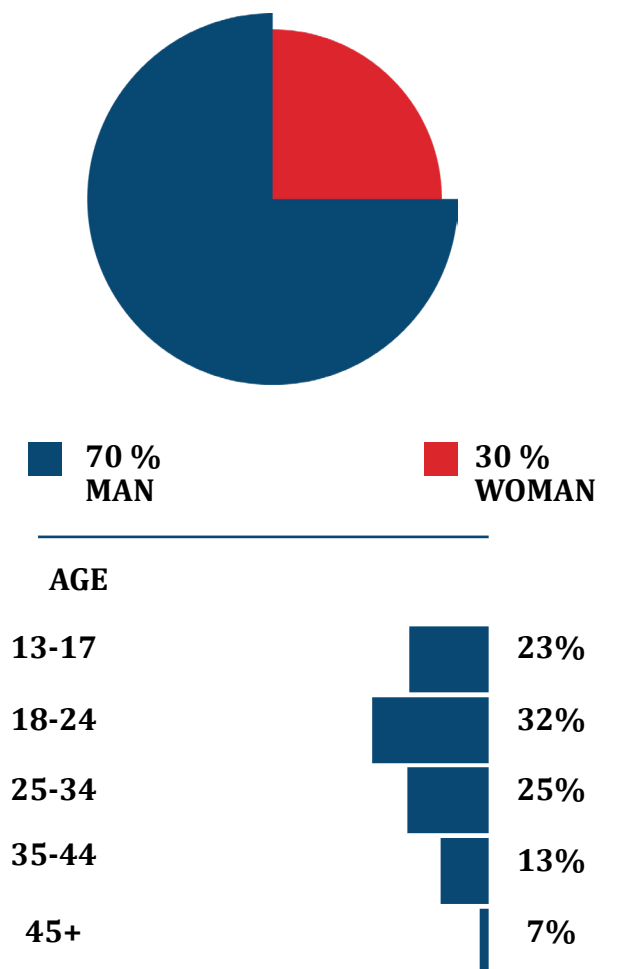


(TikTok “Dance with the VOV” challenge post coverage and engagement details on Facebook platform)

(TikTok “Dance with the VOV” challenge post coverage and engagement details on Facebook platform). Media posts for the event have an average reach of 1.5k - 2.5k viewers.



(Details of the opening video of the TikTok Challenge “Dance with the VOV”)



The video that kicked off the event has a reach of nearly 5,000 people. In which, men account for 70% and women account for 30%. Viewers aged 18-24 and 25-34 make up 57% of the total viewership on the platform.

The video has a reach of nearly 10,000 people. Among them, men account for 66% and women account for 34%. Viewers aged 18-24 and 25-34 account for 61% of all viewers on the platform. In summary, the event attracted nearly 20 videos to participate in the challenge of young people aged 18-24 years old and received a lot of attention from the audience. During the event using the hashtag #nhaycungvov received more than 16,000 views.

## CONCLUSION

Our campaign was a success and accomplished the majority of its objectives. Even, the World Radio Day 2023 event has attracted a large number of students to participate in exceeding the initial number. Although this is a difficult topic to attract Gen Z audiences, by the above objective metrics and reviews, our campaign has achieved the expected effect.



# REFLECTION

For a more complete two-way view of the project, we also have subjective assessments of stakeholders throughout the process.

## I. Reflection about Subjects

1. Reflection of VOV
2. Reflection about VOV- ICD
3. Reflection about our team

## II. Reflection about Objects and Content

1. The format of organizing events
2. Media content lines

## I. REFLECTION ABOUT SUBJECTS OF THE RESEARCH

After the end of the campaign, we had a general assessment and view of the process of working with many stakeholders as well as within the team.

### 1. Reflection about the VOV

After working at the VOV, we know how to operate and work in a disciplined and highly disciplined manner in a state agency. This is not only reflected in the steps of censoring media content that we post or the strict and rigorous workflow but also visible in the smallest jobs. For example, we have to register our internship papers and present them every time we enter the office or have a guarantor to borrow and read documents from the VOV library.

In addition, we are further improved on many soft skills so that we can handle situations intelligently and solve problems decisively. The VOV environment gives us many resources and quality relationships to learn and develop later.

### 2. Reflection about the VOV-ICD

We had the opportunity to work directly with Ms. Nguyen Thuy Hoa and the International Cooperation Committee - VOV during the campaign. We learned a lot from Ms. Hoa - who created opportunities and supported us wholeheartedly in this campaign. When developing campaign and event ideas, we are afraid that we will encounter many generation gap problems, making it difficult for the process of working and unifying ideas. However, Ms. Hoa is very open-minded and always listens to our opinions. She makes comments and suggestions to improve instead of rejecting or rigidly following the old methods. She is also our supporter in all matters related to administrative paperwork.

The staff at the International Cooperation Department are also very enthusiastic to support us in the process of building the TikTok channel. They are willing to participate and help the team capture content related to radio and the VOV. We had many conversations and conversations about radio with you to understand more about radio.



(The International Cooperation Department)

### 3. Reflection about our team

In the process of working, each member of our team has a separate function and task. However, we still ensure the consistency and reasonable progress of work. The following is the group's subjective assessment of the working process.

#### 3.1. Advantages

- We plan to develop a detailed and specific campaign and follow the plan closely in each period of time. Most work items are monitored and implemented on schedule.
- Broadcasting is a difficult topic to convey and reach to the Gen Z audience file but the effective communication channels that the team builds have high coverage and interactivity.
- The group's products are strictly controlled, undergoing many stages of censorship before going public.
- The group is willing to receive opinions and objective contributions from the VOV members, instructors and subjective opinions from other members.
- The team has a lot of time to work directly with each other, as well as with the project owner - the International Cooperation Department - VOV. As a result, the efficiency of the work will be enhanced.
- Members are responsible for their work, striving to complete their work as effectively as possible. The connection of the team members is relatively good, everyone has a progressive attitude and mutual respect.

#### 3.2. Disadvantages

- Some members delayed or missed the tasks. Especially after the end of World Radio Day, group members tend to be late, delaying work.
- Some of the content of the construction team is not in-depth due to the lack of experience and thorough knowledge of broadcasting.

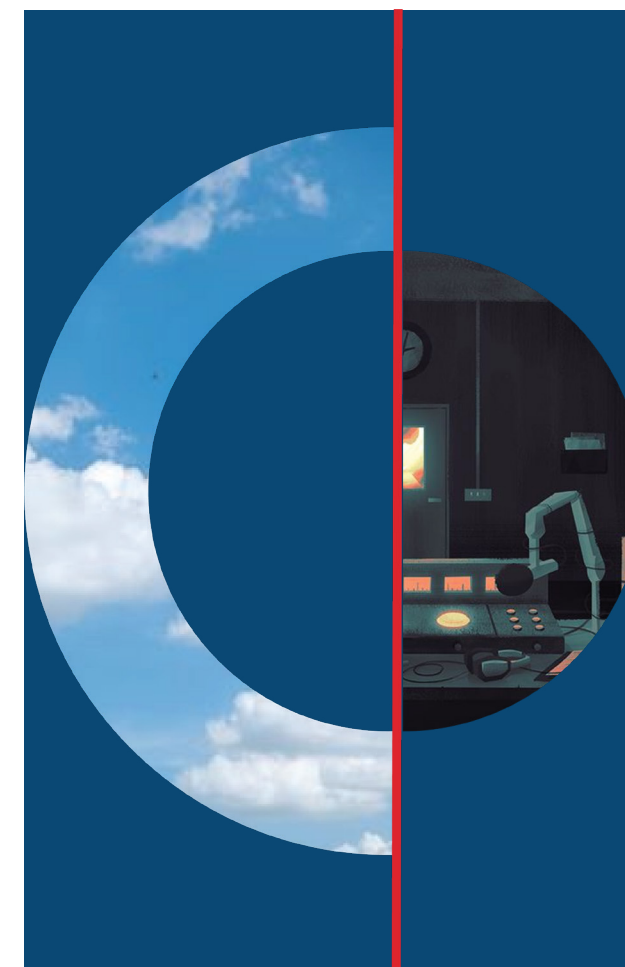
## II. REFLECTIONS ABOUT OBJECTS AND CONTENT OF THE RESEARCH

### 1. The format of organizing events

We create the campaign plan which is consumed from experts such as Ms Hoa or the supervisor to adjust the plan in the most appropriate way. After the organization plan was completed, we had a well-organized, well-coordinated team so that the campaign could run on schedule and produce good results.

Our team self-evaluates and divides work according to each person's strengths and is always oriented to work with a high sense of responsibility and an attitude of always being ready to learn and help each other.

### 2. Media content lines



Most of the media content was aimed at the two main subjects of the campaign: Radio and Gen Z.

Radio-related content is often historically interesting. Radio videos in the resistance, audio from local stations often had high reach.

The media content and events targeting Gen Z have been widely enjoyed and received many positive feedbacks from the audience. Some content is creative, but not highly appreciated due to the strict content management from the VOV. These contents must be highly accurate, not misleading to the audience, and do not contain unorthodox language.

## Conclusion

After being involved in planning, organizing and completing this campaign, we learned a lot about the field of broadcasting, the process of organizing and coordinating events, content moderation, soft skills and many more. We recognize our strengths and weaknesses so that we can develop and improve further.



## RECOMMENDATION I. World Radio Day 2024

### II. Some suggestion on Activities towards Gen Z

1. A tour to VOV's Program Production and Archive Center
2. Exchange activities on radio broadcasting
3. On site programs

### III. Some suggestion on contentson social media channels

1. Building a Gen Z podcast channel with interesting topic
2. Content lines on social media

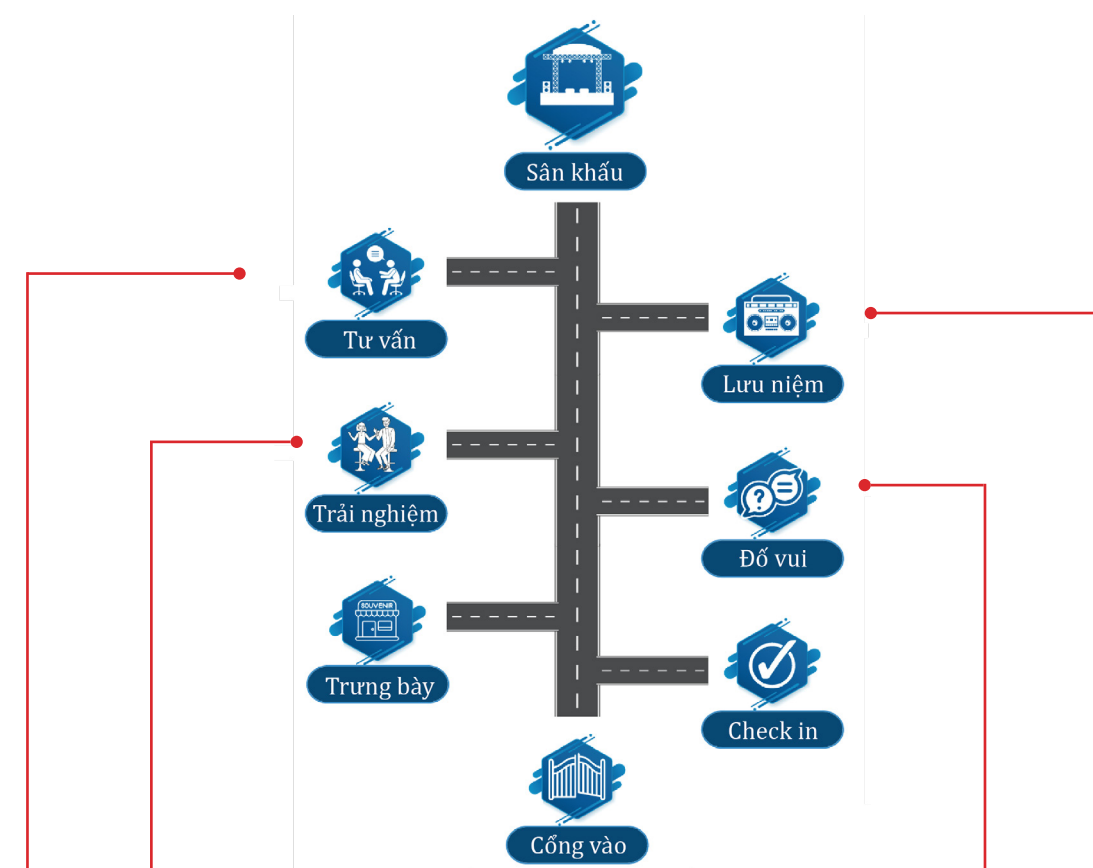
After the end of the campaign, our team proposed some ideas on how to organize the World Radio Day 2024 event; experiential activities, interaction with students in particular and young people in general; ideas for media content posted on social networking platforms.

The head of the International Cooperation Department, Ms. Nguyen Thuy Hoa, will receive this list of recommendations for review and implementation. To influence more young people through radio, we hope that the group's suggestions can be implemented in practice in the future

## I. World Radio day 2024

After the end of the World Radio Day 2023 event with the theme of Radio and Peace, if there is an opportunity to continue to cooperate with the VOV to organize the event in 2024, we have some ideas for development and organization as follows.

Form: Organize the event as an open day with many different activities. Especially experiential activities to attract young people to the radio. In the open space, the event counters will be set up with a variety of themes:



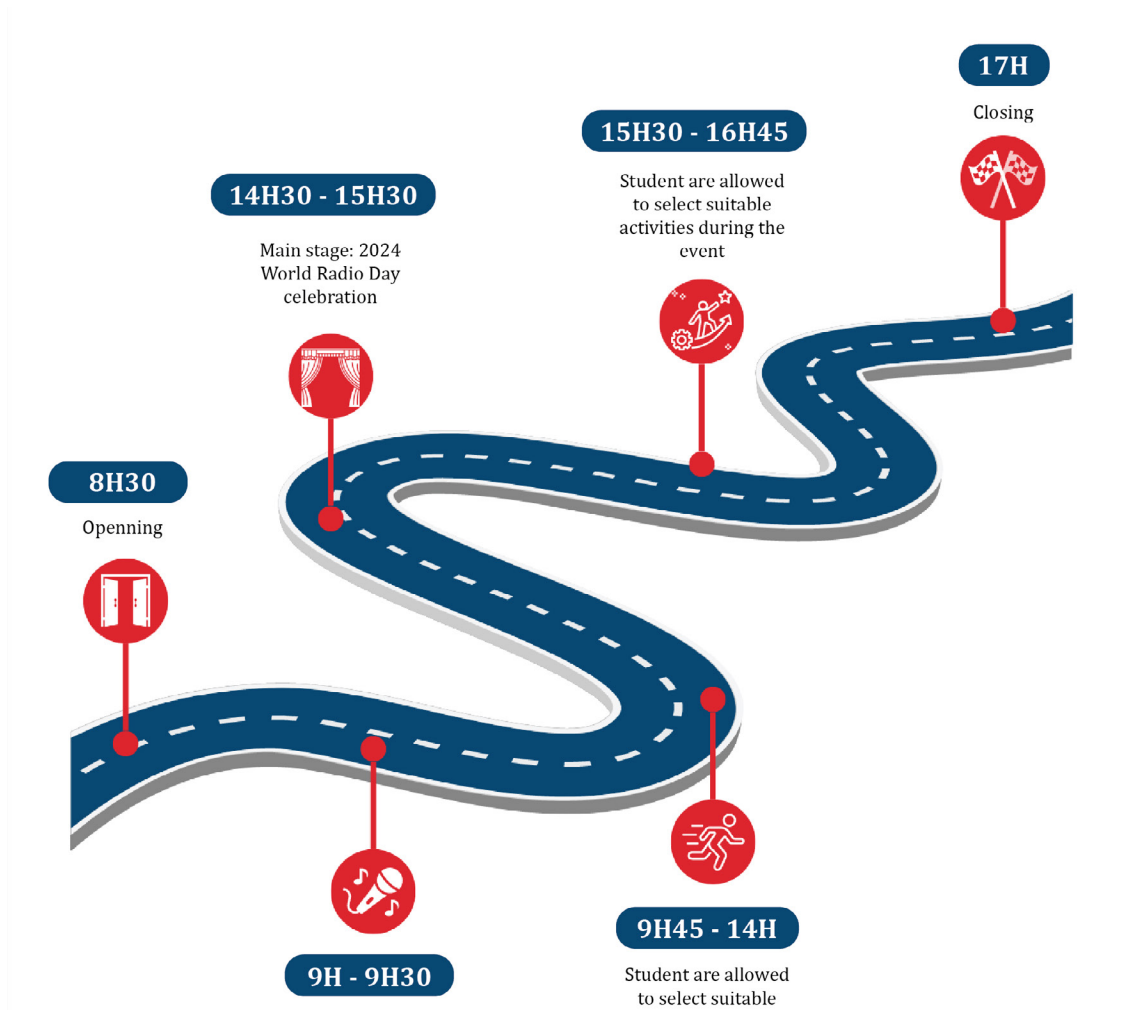
Students will have access to the script that has been produced in advance, and the sound system and equipment will allow them to hear their voices as a VOV announcers.

To increase students' understanding and stimulate their interest in learning about radio and audio equipment, the system of radio stations from the war era to the present will be displayed and explained.

Students who participate part are going to answer to simple questions regarding radio or radio 2024 themes. Students take part in the activity will earn rewards equal to the number of right responses.

In this activity, students who are interested in careers in radio, journalism, or media fields will be consulted and given responses to questions from professionals about potential careers or in depth information and business expertise.

In addition, the event will be held for a longer time: 8:30 - 17h with the following timeline:



(Table I.b: Expected timeline for World Radio Day 2024)

## II. SOME SUGGESTION ON ACTIVITIES TOWARDS GEN Z

After this campaign, our team would like to propose some practical activities with the aim of bringing the radio closer and more popular with Gen Z.

### 1.A tour to the VOV’s Program Production and Archive Center

After organizing a tour of the sound center for students, we found that they were very excited to participate and actively discuss the activity. After that, some students suggested that we organize weekly so that other students can participate.

We look forward to this becoming a more organized activity with higher frequency such as weekly, monthly. This sightseeing activity is both an introduction and improvement of young people's understanding of radio and an opportunity for the station to reach a large number of new listeners.

## 2. Exchange activities on radio broadcasting

The activity is organized in the form of a radio talk show. In this section, students of related professions: journalism, media, public relations have the opportunity to exchange and talk with people with expertise and voice in the industry to be more knowledgeable not only about radio but also about many other related issues such as job opportunities in state agencies, skills needed to become journalists, broadcasters, reporters, etc.

Gen Z is a generation that is eager to learn and proactive in finding development opportunities and employment opportunities. Therefore, this activity will both create opportunities for Gen Z to develop and be a form of learning about the needs of radio, press and communication jobs for broadcasters.

- Some events and seminars can be mentioned such as:
- Traffic safety journalism
  - Vietnam Revolutionary Press Day Seminar 21/06
  - Signing Workshop of the VOV and Ministry of Information of Cambodia

## 3. On site programs

While working and studying at the VOV, the group had many opportunities to participate in exchange programs, seminars and discussions on radio not only within the VOV but also expanding to many other radio stations. These experiences gave the group access to many domestic radio stations, even with foreign experts. This helps us to have a different view of radio and to have more quality relationships. We have experienced many other useful activities such as cultural exchange of countries in the Asia-Pacific Broadcasting Association (AIBD), learning about different types of waves and radio stations in each period, experiencing as a broadcaster, being radio broadcasting live in the VOV's studio...

We hope that not only with the group but also with many other students and young people, to have the opportunity to experience the above things to change the view of radio, and be more interesting.

- Some programs students can refer to such as:
- International Press Photo Contest Andrei Stenin
  - The contest aims to improve the knowledge of “Reporting on Violence against Women and Girls”
  - “Vietnamese in China” film staging program

## III. SOME SUGGESTION ON CONTENTS ON SOCIAL MEDIA CHANNELS

If there is an opportunity to continue building and developing social media channels for the VOV, we would like to recommend the following items.



# 1.Building a Gen Z podcast channel with interesting topic

It is known that the VOV is also one of the radio stations in Vietnam pioneering innovation and developing new and younger content to suit the current young people. In contrast, for us, the VOV’s podcast topics need to change and refresh to appeal to this audience. Podcasts are a new media channel with high growth potential with a large number of 18-30 year old users. This is fertile ground and will create a great opportunity for radio broadcasters to reach a young audience. However, the VOV’s podcast content is quite rigid and dry. We will refresh and put the new content system around: Living Perspectives - Social Issues - Opportunities for Development. These content will be shared from two main target groups: Experts and Gen Z influencers to create reliability and high transmission.

ĐỀ XUẤT NỘI DUNG PODCAST - KÊNH VOV			
Chủ đề	Nội dung Podcast	Khách mời	Thời lượng
Quan điểm sống	Vùng vi vu: Cùng vùng chia sẻ những quan điểm, suy nghĩ về cách học hỏi, trải nghiệm để phát triển bản thân	Youtuber - Vùng	45-60p
	Các bạn trẻ bây giờ nghĩ thế nào về tình yêu và các mối quan hệ khác	Youtuber - Tun Phạm	45 -60p
	Suy nghĩ tác động như thế nào đến lối sống	MC - Nguyễn Khánh Vy	60-90p
Các vấn đề xã hội	Văn hóa GenZ - Hòa nhập hay hòa tan	Nguyễn Lâm Thảo Tâm	45-60p
	GenZ code - Bảo vệ sự trong sáng của Tiếng Việt	Phoebe Trần	45-60p
	Mối liên kết của GenZ với các thế hệ đi trước	Nhà báo Diễm Quỳnh	45-60p
Cơ hội phát triển	Quá trình dần thân vào nghề báo	Nhà báo Đồng Mạnh Hùng	60-90p
	Cơ hội học hỏi và phát triển về phát thanh và báo chí đa quốc gia	Nhà báo Nguyễn Thúy Hoa	60-90p
	Phát thanh và GenZ	Cô Dương Thị Minh Hằng	60-90p

(Table III.1: Content of the VOV’s Podcast suggestion)

## 2. CONTENT SYSTEM ON SOCIAL MEDIA

The content idea system is developed on social channels:

- **Working environment:** In addition to using social networks to share topics related to radio, we want to involve many the VOV’s staffs to participate in building more youthful and dynamic content with the desire to image a state agency - the VOV - is also a dream working environment because the VOV’s staff are not only highly specialized, knowledgeable but also very open and young.
- **Experience opportunities, exchange activities for young people:** Social networking channels are used as a channel to convey information, provide content about experience opportunities for Gen Z
- **Fun fact about radio, the VOV, the ICD:** Interesting content on the sidelines revolves around radio, the VOV and the ICD such as: on-mic tips of broadcasters, awkward and funny situations that resident reporters encounter,..

# APPENDIX

## I. World Radio Day

- 1. Preparation
- 2. Event Day

## II. VOV’s Program Production and Archive Center tour

- 1. Documentary
- 2. Event Day

## III. Behind The Sence



# I. WORLD RADIO DAY 2023

## 1. Preparation



(Preparation for Word Radio Day 2023)



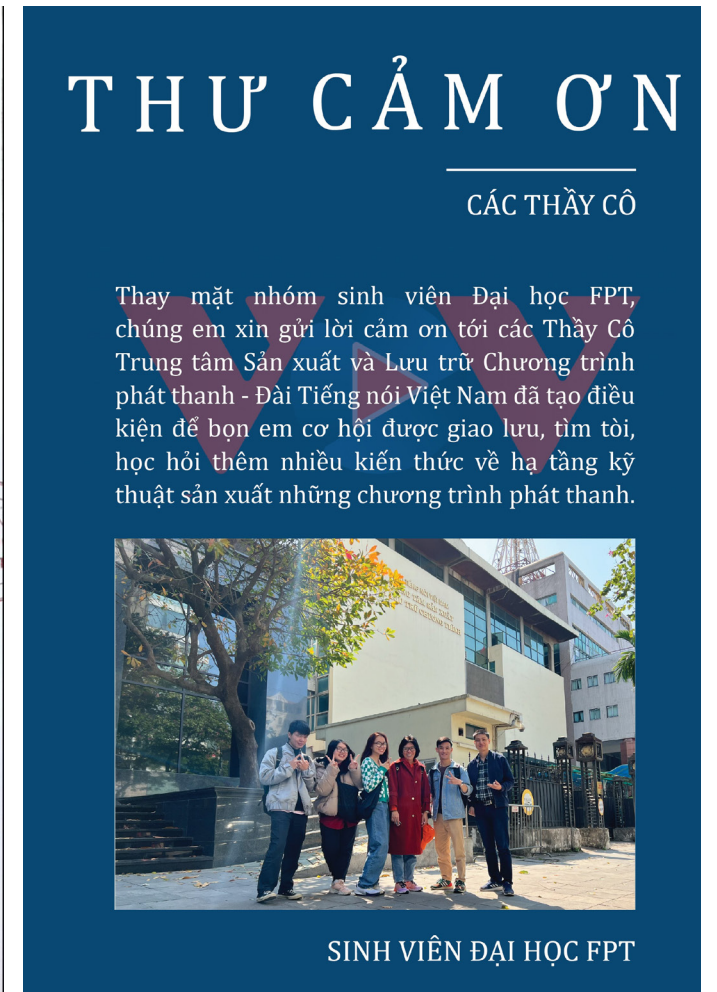
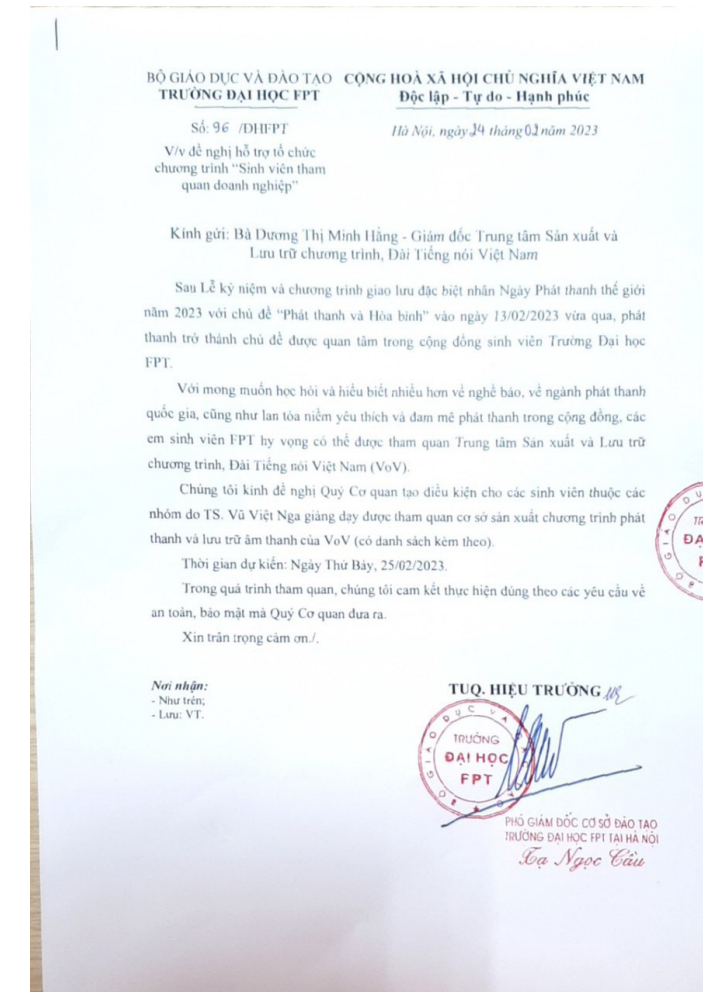
## 2. Event Day



Event Day

# II. THE VOV'S PROGRAM PRODUCTION AND ARCHIVE CENTER TOUR

## 1.Documentary



## 2. Event Day





3. Behind The Sence





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