Arkansas CTE

Advanced Radio: Grades 11, 12

Adopted 2008

Management

1.1 Define terms

1. Use terminology appropriately in context 1.1.1

1.2 Discuss management responsibilities

1. Demonstrate manager responsibilities 1.2.1
2. Demonstrate program manager responsibilities 1.2.2
3. Demonstrate news director responsibilities 1.2.3
4. Demonstrate sales manager responsibilities 1.2.4
5. Demonstrate traffic director responsibilities 1.2.5

1.3 Discuss managerial hierarchy

1. Perform managerial duties as a team 1.3.1

Production

2.1 Define terms

1. Use terminology appropriately in context 2.1.1

2.2 Discuss steps to completing a production (field, on-air, commercial, podcast)

1. Demonstrate the proper use of field equipment 2.2.1
2. Apply field production techniques 2.2.2
3. Program clocks for radio show 2.2.3
4. Complete production projects (on-air checks, news and/or play by play, written and produced commercial, written and produced PSAs, podcasts of news and/or play by play, liners, beds) 2.2.4
5. Produce a radio show using a specific format (country, hip hop, classic rock, etc.) and all learned elements (news, written and produced commercial, written and produced PSAs, liners) 2.2.5
6. Perform interview from industry professional 2.2.6

Announcing

3.1 Define terms

1. Use terminology appropriately in context 3.1.1

Discuss proper announcing techniques

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1. Build show prep 3.2.1
2. Conduct on-air show 3.2.2
3. Conduct on-air interviews 3.2.3

Workplace Skills Development

4.1 Define terms

1. Use terminology appropriately in context 4.1.1

4.2 Explain the connection between taking responsibility and success on the job

1. Evaluate the success of a particular project 4.2.1
2. Explain personal and organization consequences of meeting or failing to meet performance requirements 4.2.2

4.3 Examine the components of a career portfolio

1. Revise personal resume and cover letter 4.3.1
2. Collect samples of work (on-air check, news and/or play by play, written and produced commercials, written and produced PSAs, podcasts of news and/or play by play, liners, beds) 4.3.2
3. Collect references, letters of recommendation, and documentation of certifications, honors, and awards 4.3.3

4.4 Reinforce interviewing techniques

1. Demonstrate proper interviewing skills 4.4.1

4.5 Explain the effects of career awareness

1. Invite public speakers 4.5.1
2. Take field trips 4.5.2
3. Explore job shadowing opportunities 4.5.3