Arkansas CTE

Intermediate Radio: Grades 10, 11, 12

Adopted 2008

Workplace Skills Development

1.1 Define terms

1. Use terminology appropriately in context 1.1.1
2. Apply radio terms appropriately 1.1.2

1.2 Reinforce basic interpersonal skills essential to workplace success

1. Review timeliness, regular attendance, appropriate dress, personal cleanliness, workplace cleanliness, appropriate work ethics, communication, leadership, teamwork 1.2.1
2. Demonstrate timeliness, regular attendance, appropriate dress, personal cleanliness, workplace cleanliness, work ethics, basic communication, basic leadership, and basic teamwork skills 1.2.2

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

1. Evaluate the success of a particular project 1.3.1
2. Explain personal and organization consequences of meeting or failing to meet performance requirements 1.3.2

1.4 Identify effective communication skills

1. Demonstrate effective listening skills 1.4.1
2. Demonstrate effective writing skills 1.4.2
3. Demonstrate effective speaking skills 1.4.3
4. Demonstrate effective reading skills 1.4.4

1.5 Discuss problem solving techniques

1. Discuss conflict resolution techniques 1.5.1
2. Demonstrate use of problem solving and conflict resolution techniques 1.5.2

1.6 Identify systems relevant to the radio industry

1. Discuss the importance of recognizing chain of command to workplace success 1.6.1
2. Demonstrate recognition of authority 1.6.2

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3. Demonstrate the ability to utilize systems relevant to the radio industry 1.6.3

1.7 Identify process for gathering information

1. Develop criteria to judge quality of information 1.7.1
2. Distinguish between ethical and unethical use of information 1.7.2

1.8 Discuss the purpose of job evaluations

1. Identify major duties within each of the radio areas 1.8.1
2. Develop a defendable job evaluation instrument based on industry standard 1.8.2

1.9 Develop a team assignment

1. Explain advantages of teamwork in the workplace 1.9.1
2. Discuss characteristics of good team members 1.9.2
3. Explain importance of setting and achieving team goals 1.9.3
4. Establish individual job responsibilities within the team assignment 1.9.4
5. Establish written timeline 1.9.5
6. Establish budget 1.9.6
7. Establish materials and supply list 1.9.7
8. Complete teamwork assignment 1.9.8
9. Analyze effectiveness of completed team assignment 1.9.9
10. Use job evaluation instrument to analyze effectiveness of individual team members 1.9.10

1.10 Begin career portfolio

1. Develop a personal resume and cover letter 1.10.1
2. Collect samples of work 1.10.2
3. Collect references, letters of recommendation, and documentation of certifications, honors, and awards 1.10.3

1.11 Explain the components of resource management

1. Identify the resources needed to complete a specific project 1.11.1
2. Discuss the concept of turnaround/time management 1.11.2
3. Demonstrate proper disposal and recycling techniques 1.11.3
4. Discuss vendor relations 1.11.4

Programming

2.1 Define terms

1. Use terminology appropriately in context 2.1.1
2. Apply radio terms appropriately 2.1.2

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2.2 Discuss ethical aspects in programming

1. Demonstrate ethics in programming 2.2.1

2.3 Discuss methods used to conduct and interpret music research

1. Interpret audience ratings 2.3.1
2. Conduct music research 2.3.2
3. Explain the impact of trade publications 2.3.3

2.4 Discuss radio formats

1. Explain the criteria used to select and rotate music 2.4.1
2. Explain the guidelines for preparing a play list and rotation chart 2.4.2
3. Design a program clock 2.4.3

2.5 Discuss the role of traffic coordinator in programming

1. Explain the interaction of traffic and programming departments 2.5.1

Advanced Announcing

3.1 Define terms

1. Use terminology appropriately in context 3.1.1

3.2 Discuss ethical aspects in announcing

1. Demonstrate ethics in announcing 3.2.1

3.3 Discuss different styles of radio announcing

1. Demonstrate the ability to ad-lib 3.3.1
2. Develop show prep 3.3.2
3. Demonstrate on-air interview techniques 3.3.3
4. Demonstrate proper board operation techniques 3.3.4
5. Perform equipment check 3.3.5
6. Create a voice track show 3.3.6
7. Perform on-air radio show 3.3.7

3.4 Explain the different styles of play by play

1. Perform a play by play for sports (football, basketball, baseball) 3.4.1

Advertising

4.1 Define terms

1. Use terminology appropriately in context 4.1.1

4.2 Discuss ethical aspects in radio advertising

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1. Identify ethics in radio advertising 4.2.1

4.3 Discuss broadcast advertising

1. Demonstrate knowledge of advertising personnel 4.3.1
2. Demonstrate knowledge of trade accounts and barter agreements 4.3.2
3. Summarize the role of advertising agencies in broadcasting 4.3.3

4.4 Discuss proper etiquette for recruiting accounts in broadcast advertising

1. Recruit accounts 4.4.1

4.5 Discuss demographics in advertising

1. Gather demographic data 4.5.1
2. Use demographic data to create a broadcast advertisement 4.5.2

4.6 Explain methods for obtaining copy points

1. Compose copy points 4.6.1
2. Use demographics and copy points to create an advertisement 4.6.2

4.7 Discuss the role of a traffic coordinator

1. Identify duties of a traffic coordinator 4.7.1

Promotions and Radio Contests

5.1 Define terms

1. Use terminology appropriately in context 5.1.1

5.2 Discuss ethical aspects with regards to promotions

1. Identify promotion ethics 5.2.1

5.3 Explain the components of on-air promotion and contests

1. Compare and contrast different types of on-air promotions and contests (cume-based, revenue-based) 5.3.1
2. Develop a list of contest rules 5.3.2
3. Perform equipment check 5.3.3
4. Create an on-air promotion or contest 5.3.4

5.4 Discuss the different types of remote promotions

1. Compare and contrast different types of remote promotions 5.4.1
2. Demonstrate procedures for setting up a remote 5.4.2
3. Perform equipment check 5.4.3
4. Perform a live remote 5.4.4

Ad

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Define terms

1. Use terminology appropriately in context 6.1.1

6.2 Discuss ethical aspects in news writing

1. Demonstrate ethics in news writing 6.2.1

6.3 Discuss news gathering techniques

1. Add actualities to news stories 6.3.1
2. Create a newscast 6.3.2

Advanced Audio Production

7.1 Define terms

1. Use terminology appropriately in context 7.1.1

7.2 Discuss volume in audio production

1. Adjust volume in audio 7.2.1

7.3 Explain advanced multi-tracking

1. Modify tracks using various elements (liners, beds, special effects, music, voices, actualities, commercials, public service announcement) 7.3.1

7.4 Explain the process of field production

1. Demonstrate the proper use of field equipment 7.4.1
2. Apply field production techniques 7.4.2

7.5 Identify the components of a multi-track digital editing station

1. Label the components of a multi-track digital editing station 7.5.1
2. Apply proper volume levels 7.5.2
3. Compose a music and effects bed with five tracks or more 7.5.3
4. Integrate music and effects into an audio recording 7.5.4

7.6 Explain the process of advanced podcasting

1. Create a podcast of a news show 7.6.1
2. Create a podcast of a play by play 7.6.2
3. Integrate with music and effects 7.6.3

Operational Practices

8.1 Define terms

1. Use terminology appropriately in context 8.1.1

8.2 Discuss the procedures for conducting an EAS test

1. Conduct an EAS test 8.2.1

8.3 Describe the procedures for taking transmitter readings

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1. Take and record meter readings 8.3.1

8.4 Discuss FCC requirements regarding tower lighting and painting

1. Identify FCC requirements in regards to tower lighting and painting `8.4.1`