

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](#)
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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](#)
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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](#)
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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](#)
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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](#)
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 defensible 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](#)
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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](#)
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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](#)
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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](#)
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2.5 Discuss the role of traffic coordinator in programming

1. Explain the interaction of traffic and programming departments [2.5.1](#)
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Advanced Announcing

3.1 Define terms

1. Use terminology appropriately in context [3.1.1](#)
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3.2 Discuss ethical aspects in announcing

1. Demonstrate ethics in announcing [3.2.1](#)
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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](#)
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3.4 Explain the different styles of play by play

1. Perform a play by play for sports (football, basketball, baseball) [3.4.1](#)
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Advertising

4.1 Define terms

1. Use terminology appropriately in context [4.1.1](#)
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4.2 Discuss ethical aspects in radio advertising

1. Identify ethics in radio advertising [4.2.1](#)
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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](#)
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4.4 Discuss proper etiquette for recruiting accounts in broadcast advertising

1. Recruit accounts [4.4.1](#)
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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](#)
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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](#)
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4.7 Discuss the role of a traffic coordinator

1. Identify duties of a traffic coordinator [4.7.1](#)
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Promotions and Radio Contests

5.1 Define terms

1. Use terminology appropriately in context [5.1.1](#)
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5.2 Discuss ethical aspects with regards to promotions

1. Identify promotion ethics [5.2.1](#)
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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](#)
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Advanced News Writing

6.1 Define terms

1. Use terminology appropriately in context [6.1.1](#)
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6.2 Discuss ethical aspects in news writing

1. Demonstrate ethics in news writing [6.2.1](#)
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6.3 Discuss news gathering techniques

1. Add actualities to news stories [6.3.1](#)
 2. Create a newscast [6.3.2](#)
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Advanced Audio Production

7.1 Define terms

1. Use terminology appropriately in context [7.1.1](#)
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7.2 Discuss volume in audio production

1. Adjust volume in audio [7.2.1](#)
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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](#)
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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](#)
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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](#)
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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](#)
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Operational Practices

8.1 Define terms

1. Use terminology appropriately in context [8.1.1](#)
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8.2 Discuss the procedures for conducting an EAS test

1. Conduct an EAS test [8.2.1](#)
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8.3 Describe the procedures for taking transmitter readings

1. Take and record meter readings [8.3.1](#)
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8.4 Discuss FCC requirements regarding tower lighting and painting

1. Identify FCC requirements in regards to tower lighting and painting [8.4.1](#)