

RADIO STATION JOB TITLES

Job Title	Job Description
Continuity director	Schedules all the various parts of the broadcast such as news, community or historical events, sports, weather, and transitions from commercials to programs
Director of sales	Oversees the advertising sales for the radio station
Disc jockey	Introduces and decides on the music for the music program based on the music director's playlist
Engineer	Manages the technical aspects of the broadcast
Music director	Selects a list of songs (or playlist) to play on the radio considering the various cultural interests in the community
News director	Decides on the news stories that will be reported on the radio station
Newscaster	Reads news on the air
Production person	Writes the radio ads, promotional spots, and public service announcements
Program director	Decides the programs for the station
Promotions director	Plans ways to promote the radio station so that people will listen to that station
Reporter	Gathers and reports news for the station
Salesperson	Gathers information about news events and community topics of interest
Sports announcer	Contacts local merchants to sell advertising time on the radio
Station manager	Has overall responsibility for the operation of the radio station
Talk show host	Hosts a talk show, often with call-ins from the listeners
Weather reporter	Reads the weather report

LETTER OF APPLICATION

(Your name here)

(Your address here)

Station Manager

(Radio station name here)

(Radio station address here)

Dear _____
(Name of station manager)

I am interested in a job at the radio station as a _____

(Job title)

I think I am qualified for this position because _____

I will be happy to come to the radio station to discuss my qualifications and to answer any questions you might have.

I look forward to hearing from you in the near future. Thank you for your time.

Sincerely,

(Your signature here)

EMPLOYMENT LETTER

(Radio station name here)

(Radio station address here)

Dear _____ :
(Name of character)

I have considered your letter of application and your interview for a radio station job. I think that you have the right skills and the right background for a job as a _____.

Please plan to attend a meeting at _____
to meet other station employees on _____.

I look forward to seeing you at the meeting.

Welcome to the radio station!

Sincerely,

(Signature of station manager)

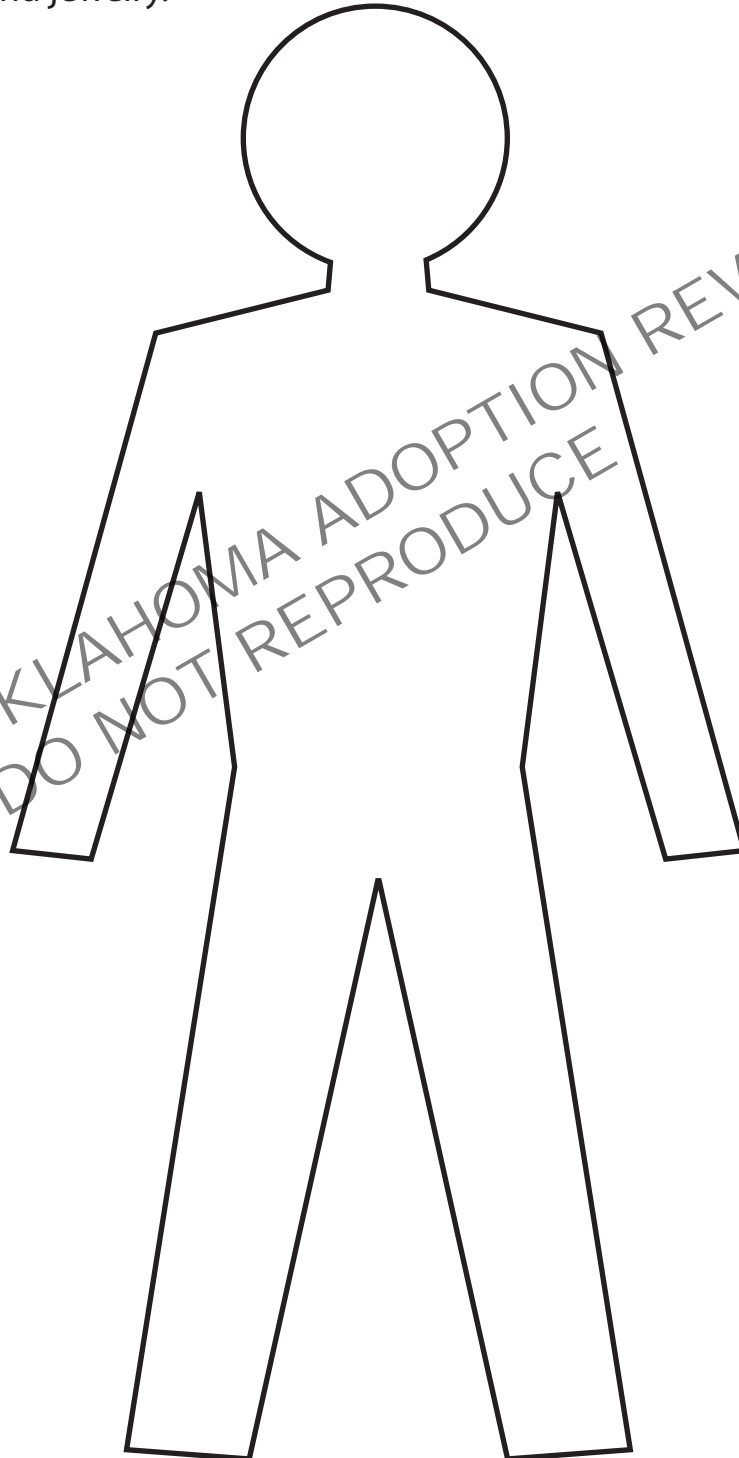
Station Manager

Name _____ Date _____

OUTLINE OF A FIGURE

Use the outline below to create your figure. How would you dress for your job in the radio station? Be sure to draw details such as hair, facial features, clothing, and jewelry.

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Assessment: The figure is appropriately dressed for a job interview; facial features and other details are included; care is taken in creating the figure.

IDENTIFICATION CARDS

Job Title: _____

Name: _____

Job Description: _____

Job Title: _____

Name: _____

Job Description: _____

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A BUSY DAY AT THE RADIO STATION

I rode to work today with my friend,

(add name of one character)

The first thing I must do this morning is call the mayor to see if she would be willing to be interviewed on the radio. I'm hoping she will talk about the community's traffic problem. There are also some other problems that we want to ask her about . . .

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LETTER FROM A CONCERNED CITIZEN

Dear _____ :
(Name of station manager)

I am very concerned about your programs, _____

(Names of program)

I have listened to your station for a long time, and I am concerned that these programs do not fairly present both sides of the issues. You have not been responsible in preparing your programs, and I am very upset about what you said. Many of us in the community are concerned about these programs.

I look forward to your response.

Sincerely,

(Signature here)

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Name _____ Date _____

WRITING A PERSUASIVE LETTER

You and other radio station employees might want to write a persuasive letter to respond to the community concern. You might address the letter to a newspaper editor who will print it in the newspaper. You might also write to the concerned community member. Use the guidelines below to plan your letter.

1. Identify the problem.

What is the problem you'd like to discuss?

2. State your position.

What is your opinion about the problem?

3. Support your position.

Write three important facts to support your opinion.

4. Offer a solution.

Write your ideas for how the problem might be solved.

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Name _____ Date _____

WRITING A PERSUASIVE LETTER (CONT.)**5. Draft your letter.**

Write a draft of your letter. Use the letter format below.

<p>(Your address)</p> <p>(Today's date)</p> <p>(Name and address of the person you are writing to)</p> <p>Dear (Name of the person you are writing to):</p> <p>Sincerely,</p> <p>(Your signature)</p> <p>(Your job title)</p>

6. Assess your letter's ideas and content.

Read your letter and use this checklist to assess your letter. Make corrections, if needed.

- Is the problem clearly stated?
- Is your opinion clear and directly related to the problem?
- Did you use facts to support your opinion?
- Will the reader think you are knowledgeable?
- Did you use language that will persuade people to consider your position?

7. Edit your letter.

Ask someone to read your letter and suggest how to make it better. Then finalize your letter.

Name _____ Date _____

THE RADIO STATION'S RESPONSE

Some station staff members might decide that the best way to respond to the letter from the concerned listener is by airing a special program. The radio can be a good way to respond because the response can be heard by many people. Use these guidelines to plan a radio response to the letter.

1. Get started.

Decide what information you need to tell listeners. Make a list.

2. Get the facts.

Knowing the facts is important. What information do you need to find out?

Where can you find this information?

3. Write the script.

Write the script for your program. Be sure the script includes the important information you want to tell listeners. Provide important information about the program. Be clear and well organized. Make it interesting.

4. Practice the script.

Have a classmate listen to your script. Make changes if necessary. Use the checklist below.

Voice

- The script is forceful and engaging.
- The language used shows a strong commitment to your position.

Ideas and Content

- The script is interesting and well organized.
- The script clearly communicates your ideas.
- The script demonstrates your understanding of the issues.

FREEDOM OF SPEECH: RIGHTS AND RESPONSIBILITIES

Based on Amendment 1, The Bill of Rights

Congress cannot establish an official religion or pass laws that limit freedom of worship. It cannot make laws that keep people from speaking or writing what they think. Nor can Congress stop people from holding peaceful meetings or from asking the government to correct a wrong.

The First Amendment guarantees that people can say what they want. But with those freedoms come responsibilities—to speak the truth and to treat others with respect. Sometimes people ignore these responsibilities.

- If a radio station has the right to say what it wants, what responsibilities does the radio station have to the community?
- How might the radio station serve the community regarding these rights?
- How are the ideas of freedom of speech and fairness related?
- How might the radio station influence the community it serves?
- When is this influence a good thing? When might it be a bad thing?
- How does the First Amendment apply to your radio station's controversy?

BACKGROUND FOR GUEST PROTESTER

PREPARING THE COMMUNITY MEMBER'S POSITION

Using a strategy called Storypath, students have been involved in creating a story based on a local radio station that specializes in community news and information. Students began the study of the local radio station by making a frieze, a large wall mural of a radio station and its setting in the community, which set the scene for the Storypath. Next, students created and applied for jobs at the radio station. Students in their job roles have been involved in doing research to create radio programs. The plot of the story now revolves around community members objecting to

As a concerned citizen, you will be attending a meeting with representatives from the radio station in order to address your concern and to work toward finding common ground. We want students to grapple with the complexities of the issues, and you should hold fast to your position at the beginning of the meeting. You should act very upset about this situation, and you may want to begin the meeting by being hostile toward the staff, so that students see that people are not always nice and polite when concerned about these issues. Then you will need to decide whether or not you should compromise on the issue.

The issue related to the programs is _____

If you don't have all the specifics, that's fine. We know that often the facts are interpreted differently by different people.

AWARD LETTER

Dear _____:
(Name of radio station)

I am very pleased to announce that your radio station has been chosen for our community's public service award. Your programs have helped all of us in the community learn more about our past, and about important people, places, and issues. Your staff is to be commended for its hard work and careful preparation of the programs. Your station has contributed greatly to our community.

You and your staff are invited to an award ceremony on _____ . I look forward to presenting the award to you and your staff. Thank you for your outstanding contribution to our community.

Sincerely,

William Milam

The Mayor

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Name _____ Date _____

SELF-ASSESSMENT: SOCIAL SKILLS

Social skills are important to working successfully in a radio station. Use this chart during this unit to keep track of how well you work with others.

EPISODE: _____

Describe the group situation or event: _____

Group Skills	I need to work on this.	I did this some of the time.	I did this most or all of the time.
I respectfully listened to others.			
I contributed actively to the group.			
I encouraged others to participate.			
I suggested solutions to problems.			
I did my fair share of work.			

One thing our group did well together:

One thing our group needs to work on:

One thing I did well:

One thing I could do better:
