
Grade 12
Consumer Mathematics
Standards Test

Project Resource Package

Radio Station
Program Director

December 2008

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Ce document est disponible en français.

Welcome to the *Radio Station Program Director Project*

General Information

The purpose of the first session is to provide an opportunity for you to

- develop an understanding of the project requirements
- become familiar with the information contained in the *Project Resource Package*
- share ideas related to the project in a brainstorming session

After the first project session the following conditions apply:

- Two additional classwork periods will be provided.
- Your teacher cannot assist you in developing or revising your project.
- You must submit an individual project that reflects your own work.

Guidelines for the *Radio Station Program Director Project*

You have been hired as the program director of a new local radio station. The radio station's signal will reach province-wide.

In doing this project the following scenarios and requirements apply:

1. You will decide on the genre, name, motto, and target audience of the radio station.
2. You will choose the radio announcer(s) for the morning show which runs from 6 a.m. to 9 a.m.
3. You will create the morning show schedule for one of the three hours. Timelines for the following must be included in your schedule:
 - News
 - Sports
 - Traffic
 - Games
 - Contests
 - Advertising (approximately 12 to 15 minutes per hour)
 - Music
 - plays for a minimum of 24 minutes per hour
 - each song is three minutes in length
 - a minimum of 35% of the music airtime must be designated “Canadian content”
 - Dialogue
4. You will decide on promotional appearances for your radio announcer(s).
5. The portion of music licences, utilities, building expenses, and other costs for the three-hour morning show is \$18,375 per month.
6. The salary expense for technicians, assistants, and the director for the three-hour morning show totals \$26,000 per month.
7. All applicable taxes are included.
8. The morning show must operate with a minimum 25% profit.
$$\left(\text{Profit Percentage} = \frac{\text{Profit}}{\text{Revenue}} \times 100 \right)$$

Directions for the *Radio Station Program Director* Project

Your completed project must include a profile of your radio station, including the following information but not limited to:

- the genre, name, and motto of the radio station
- the target audience
- a description of the morning show
- a schedule for one hour of the morning show
- a monthly budget for the three-hour morning show

Your completed project must:

- be separate from this *Project Resource Package* booklet
- be well organized and clearly presented with an introduction and a conclusion
- include justifications of any assumptions or decisions you make in completing your project
- be printed from a computer, or written in blue or black ink

Project Resource Package

This resource package includes information for:

Expenses

- Announcer Options
- News Options
- Sports Option
- Traffic Options
- On-Air Games
- Radio Contests

Revenues

- On-Air Advertising Rates
- Announcer Promotional Appearance Rates

Schedules

- Draft Copy
- Final Copy

Use of resource package:

This resource package is designed to provide background information to assist you in completing your project. Remember to submit your project separate from this booklet.

Revenues

On-Air Advertising Rates*

Announcer	Length of advertisement	Revenue per advertisement
Cool Cat and Deidre	0.5 minute	\$260
	1 minute	\$490
	1.5 minutes	\$630
Ralphie Boy and Winston Worth	0.5 minute	\$200
	1 minute	\$400
	1.5 minutes	\$600
Chris and Pat	0.5 minute	\$230
	1 minute	\$450
	1.5 minutes	\$660
Grant Telin	0.5 minute	\$160
	1 minute	\$280
	1.5 minutes	\$410

* *On-air advertisements are commercials on the radio and are a source of revenue for the radio station.*

Announcer(s) Promotional Appearance Rates*

Announcer	Revenue per appearance
Cool Cat and Deidre	\$1 000
Ralphie Boy and Winston Worth	\$1 500
Chris and Pat	\$1 350
Grant Telin	\$975

* *Announcers make appearances at different events/businesses and talk live on the radio promoting the event/business. These rates are for promotional appearances that occur outside of the announcer's regular scheduled airtime, and are a source of revenue for the radio station.*

Expenses

Announcer Options

Announcer	Approx. length of time on air	Number of promotional appearances per month in their contract	Description	Annual Salary
Cool Cat and Deidre	3 hours	3 minimum 6 maximum	Cool Cat is a lively announcer who uses the latest catchphrases and is a sports fanatic. Diedre is his sidekick who supports his silly ways. Child friendly content.	Cool Cat \$42 000 Deidre \$32 000
Ralphie Boy and Winston Worth	3 hours	4 minimum 8 maximum	Ralphie is the goof and Winston is the voice of reason. Funny, with a bit of nonsense humour. Not recommended for those under the age of 12.	Ralphie Boy \$38 000 Winston \$35 000
Chris and Pat	3 hours	No minimum 4 maximum	Chris is loud and obnoxious and will always get a rise out of Pat, who in turn is charming, loveable, and is always able to pull a good trick on Chris. The announcers chatter and push the limits of airtime acceptability.	Chris \$37 500 Pat \$37 500
Grant Telin	3 hours	No minimum No maximum	Grant is very knowledgeable about current events locally and internationally. Provides a serious, yet enticingly informative program.	Grant \$40 000

News Options

Option	Approximate length of time on air	Description	Cost
Local News	4 minutes/hour	Brief update as to what is happening locally	\$2 000
National News	3 minutes/hour	What is happening in Canada currently	\$1 000
World News	2 minutes/hour	Detailed update with what is happening around the world	\$500

Sports Option

Approximate length of time on air	Cost
3 minutes/hour	\$400

Traffic Options

Option	Approximate length of time on air	Description	Cost
Listeners call in traffic problems	0.5 minutes/hour	Brief update as to what listeners see in traffic	\$100
Station employee drives in traffic	1.5 minutes/hour	What is happening in traffic, including information from listeners	\$200
Helicopter pilot flies over traffic	2 minutes/hour	Detailed update with what can be seen from the sky, including information from listeners	\$750

On-Air Games

Name of Game	Time to Play	Description	Prize	Cost
Name that Enut	2 minutes	Contestants must name the song after hearing a song clip played backwards.	Pizza	\$0 because a restaurant provides the pizza for free as they are mentioned during this contest, free advertising for them.
That Happened When?	2 minutes	Contestants must correctly guess the year that an event took place.	Gift Certificates	\$0 because various businesses have provided gift certificates for free as they are mentioned during this contest, free advertising for them.
Soundsation	2 minutes	Contestants must correctly guess what is making the pre-recorded sounds.	Latest CD release	\$3 per CD won

Radio Contests

Contest (runs for 1 month)	Time to Play (per hour)	Description	Cost
Music in the Air	3 minutes	One prize per month of a trip for two to see a "top 10" band in Toronto.	\$2 500 per month
CleanSensation	2 minutes	One prize per hour of a complete vehicle cleaning (inside and out).	\$10 per prize per hour
Air Supply	1.5 minutes	One prize per morning show of a dinner for two at Le Chateau Breeze at The Forks.	\$50 per prize per morning show

Schedule

Morning Show Schedule (1 hour)



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Minute	30 Seconds	30 Seconds
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Morning Show Schedule (1 hour)



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This page may be removed during final project session to include with your project.

