TIME PLANNING

TASK DETAILS	TO BE DONE BY?	DONE?
Task 1 - Theory ou need to complete 2x of the Music Format worksheets on the unit Blog under *Task 1* and uploaded your completed worksheet to your Blog. On these sheets you should describe the type of music based programming, who it's target audience are and the key characteristics of the genres / formats of the music programming such as the styles / genres of the music played.	**14/01/2014**	✓
Task 2 - Theory For information and resources for this task you need to refer to Task 2 on the Unit Blog above and answer the following questions in a write up (or resource as discussed with your tutor) on your Radio blog: **Questions:** **a) Describe: What is Radio 1, what types music of music programming are present on the station and who are the target audience?** **b) Critically comment and evaluate - how effective is the station is at serving the *target* audience of 15 - 29 year olds through the station's music scheduling?** **[300 - 500 words - whole task]**	**14/01/2014**	✓

Task 3 - Theory For information and resources for this task you need to refer to Task 3 on the Unit Blog above and answer the following questions in a write up (or resource as discussed with your tutor) on your radio blog: **<u>Question</u>** **a: What is ASDA FM and what is the purpose of instore radio such as this? and;** **b: How effective is Asda FM at appealing to it's varied target audience through its music programming?** **[300 - 500 words- whole task]**	**14/01/2014**	✓
Task 4 - Student Demo **All of the paperwork and details of these tasks are contained in Workbook 2 which can be downloaded from the unit blog above under Task 4.** 1. Conduct audience research into the preferences of your target audience in terms of music and feature content for your student radio demo, analyse and draw conclusions from your research. 2. *Plan and produce a music playlist for your student demo with justification for your playlist choices in terms of the needs of your target audience.* 3. Plan and produce a 60 second	**19/03/2014**	

news bulletin and other speech and feature content for your show (see speech and feature content for task 4& 5) 4. *Produce a script for your demo* (see speech and feature content for task 4& 5) 5. Produce a running order for your show. *6. Produce a music reporting form.* 7. Record your Demo using the Radio Studio and Audition.		
Task 5 - Staff Demo **All of the paperwork and details of these tasks are contained in Workbook 2 which can be downloaded from the unit blog above under Task 4.** 1. Conduct audience research into the preferences of your target audience in terms of music and feature content for your student radio demo, analyse and draw conclusions from your research. *2. Plan and produce a music playlist for your student demo with justification for your playlist choices in terms of the needs of your target audience.* 3. Plan and produce a 60 second news bulletin and other speech and feature content for your show	**06/06/2014**	

(see speech and feature content for task 4& 5) 4. *Produce a script for your demo* (see speech and feature content for task 4& 5) 5. Produce a running order for your show. *6. Produce a music reporting form.* 7. Record your Demo using the Radio Studio and Audition.		
Task 6 - Evaluation **You need to post an evaluation to your Blog** Some points for discussion might include: *How well you felt you met / achieved the brief *Evaluate your strengths and weaknesses on this project *The suitability of your work for the intended purpose as demos for the college radio *The suitability of your work for the intended target audiences. *Evaluate your achievement of your work in comparison to professional radio	**10/06/2014**	