


## TIME PLANNING

TASK DETAILS	TO BE DONE BY?	DONE?
<p><b>Task 1 - Theory</b></p> <p>You need to complete 2x of the Music Format worksheets on the unit Blog under <i>Task 1</i> and uploaded your completed worksheet to your Blog.</p> <p>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.</p>	<p>14/01/2014</p>	<p style="text-align: center;">✓</p>
<p><b>Task 2 - Theory</b></p> <p>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:</p> <p><b>Questions:</b></p> <p><b>a) Describe: What is Radio 1, what types music of music programming are present on the station and who are the target audience?</b></p> <p><b>b) Critically comment and evaluate - how effective is the station is at serving the <i>target</i> audience of 15 - 29 year olds through the station's music scheduling?</b></p> <p><b>[300 - 500 words - whole task]</b></p>	<p>14/01/2014</p>	<p style="text-align: center;">✓</p>

<p><b>Task 3 - Theory</b></p> <p>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:</p> <p><b><u>Question</u></b></p> <p><b>a: What is ASDA FM and what is the purpose of instore radio such as this? and;</b></p> <p><b>b: How effective is Asda FM at appealing to it's varied target audience through its music programming?</b></p> <p><b>[300 - 500 words- whole task]</b></p>	<p>14/01/2014</p>	
<p><b>Task 4 - Student Demo</b></p> <p><b>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.</b></p> <ol style="list-style-type: none"> <li>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.</li> <li>2. <i>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.</i></li> <li>3. Plan and produce a 60 second</li> </ol>	<p>19/03/2014</p>	

<p>news bulletin and other speech and feature content for your show (see speech and feature content for task 4&amp; 5)</p> <p>4. <i>Produce a script for your demo</i> (see speech and feature content for task 4&amp; 5)</p> <p>5. Produce a running order for your show.</p> <p>6. <i>Produce a music reporting form.</i></p> <p>7. Record your Demo using the Radio Studio and Audition.</p>		
<p><b>Task 5 - Staff Demo</b></p> <p><b>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.</b></p> <p>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.</p> <p>2. <i>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.</i></p> <p>3. Plan and produce a 60 second news bulletin and other speech and feature content for your show</p>	<p><b>06/06/2014</b></p>	

<p>(see speech and feature content for task 4&amp; 5)</p> <p>4. <i>Produce a script for your demo</i> (see speech and feature content for task 4&amp; 5)</p> <p>5. Produce a running order for your show.</p> <p>6. <i>Produce a music reporting form.</i></p> <p>7. Record your Demo using the Radio Studio and Audition.</p>		
<p><b>Task 6 - Evaluation</b></p> <p><b>You need to post an evaluation to your Blog</b></p> <p>Some points for discussion might include:</p> <ul style="list-style-type: none"> <li>*How well you felt you met / achieved the brief</li> <li>*Evaluate your strengths and weaknesses on this project</li> <li>*The suitability of your work for the intended purpose as demos for the college radio</li> <li>*The suitability of your work for the intended target audiences.</li> <li>*Evaluate your achievement of your work in comparison to professional radio</li> </ul>	<p><b>10/06/2014</b></p>	