



CAREER TREK'S GUIDE TO BECOMING AN:



Announcer!

Do you have a favourite YouTuber? What makes them your favourite? Is it the content they share? An announcer is similar to a YouTuber, because they present weather, sports, and other stories on TV, radio and podcasts. They spend their time preparing and delivering on-air reports, interviewing guests and participate in community activities and promotions.

You like: talking and working with others, you also enjoy current events and news.

Skills: excellent communication skills, great grammar and spelling, and have knowledge of sports, business, politics and other subjects.



SUPPLIES NEEDED:

- Loose leaf and blank paper
- Pencil
- Coloured pencils/markers
- Phone/Computer - something to record your podcast





WELCOME TO YOUR NEW JOB!:

What do you think an Announcer does?

- They prepare and deliver on-air reports, interview guests, and present commentaries.
- They participate in community activities and promotions.

How has radio evolved/changed?

- Radio used to be the most popular mode of communications, radio is still popular, but now there are other ways that announcers share their content including using streaming services.
- Streaming allows audio signals to play live over the internet without having to download audio files.
- One of the most popular ways to listen to an audio show today is through podcasts. A podcast is an audio file that can be downloaded and listened to on a digital device.

Congratulations! You are the new announcer for Career Trek radio. You have been asked to create a demo for a new entertainment report podcast, either about sports, music, books, or something else you LOVE. You must also come up with a way to promote your new podcast.



PODCAST TIPS:

Think about this when writing your podcast demo:

- Speak directly to the listener, like you are having a conversation
- Tell a story, whether it's serious or funny
- Speak visually - paint a picture using words and tone of voice
- Include what's new - people listen to podcasts to learn about what's happening now
- Come up with at least three different speaking points about your subject
- HAVE FUN!

PROMOTION TIPS:

Think about this when creating your promotion:

- Create a poster/radio ad promoting your brand new podcast.
- Do you want to use a contest/giveaway to promote. What would your prize be?
- What information do you need to include? The podcast name, the host name, what the show is about, etc.

SAMPLE SCRIPT:

Host: Hello and welcome to (name of podcast), Career Trek Radio's entertainment report podcast. I'm your host (your name).

Today we'll be talking about (podcast topic). I can't wait to tell you all about (subject).

To kick things off, I want to tell you about (speaking point #1).

Though when we talk about (subject), we have to mention (speaking point #2).

And although sometimes people think about (subject) differently, you can't forget to talk about (speaking point #3).

That's all for today. Thanks for listening to (name of podcast), Career Trek Radio's entertainment report podcast.

Feel free to bring in a guest expert to interview on your podcast!

*Do you have a different kind of idea for your script? That's amazing.
Creating a podcast means you get to be creative!*

***Once you're done creating your demo send it to
info@careertrek.ca - we'd love to share it!***

TOPIC SUGGESTIONS:

- LEGO
- Sports
- Video games
- Baking
- Clothes
- Being a big sister
- Toys
- A book you're reading
- A game you like

SAMPLE SCRIPT:

Host: Hello and welcome to LEGOMania, Career Trek Radio's entertainment report podcast. I'm your host Felix.

Today we'll be talking about LEGO, obviously! I can't wait to tell you all about how this little toy block became my favourite toy and something all ages can enjoy and create cool things with!

To kick things off, I want to tell you about the origin of the LEGO. Did you know that LEGO is 66-years-old? When I say LEGO, you know exactly what I mean. You're thinking of the red, blue, yellow and green blocks that have little knobs on the top so they fit together. You know how it feels when you accidentally step on them - ouch! Pretty much everyone had LEGO in their homes, and if you didn't - you still know what it is. Anyways, 66 years ago, this carpenter named Ole Kirk Christiansen from Denmark, lost his job, and decided to use his leftover wood to make a small wooden duck toy for his children to play with. They loved the toy so much, he decided to turn it into a business... etc.



QUESTIONS TO THINK ABOUT:

What is the purpose of this occupation? What do they contribute to their community and are they necessary?

Help keep people up-to-date on current events and social issues. They also help support community fundraising activities and promotions.

What other occupations could someone do if they were interested in some parts of this occupation but not all?

Journalist or Actor.

CAREER TREK ROAD MAP:

Current School Subjects:

English Language Arts

High School Subjects:

English 40S

Post-Secondary Institutions:

Assiniboine Community College - Interactive Media Arts diploma

Canadian Mennonite University - Bachelor of Arts in Communications & Media

Providence University - Bachelor of Arts in Communications & Media

Red River College - Creative Communications diploma

University of Winnipeg - Bachelor of Arts in Rhetoric, Writing & Communications



Career Trek is an award-winning not-for-profit organization that provides education and career development programming for young people in realistic settings. Participants are engaged in hands-on learning experiences that are designed to ignite their passion, grow their confidence and increase their understanding of the important role that education and career planning can play in their lives.



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