

# RADIO PRODUCER

Information provided by CHOICES Career & Education Advice

## WHO IS A RADIO PRODUCER?

A radio producer oversees the making of a radio show or feature from the point of coming up with the idea to creating and the airing of the actual content. However, a radio producer is not usually involved in presenting programmes. A great producer comes up with programme ideas and creates content that reflect the policies and ethics of the station and which also meet the needs of the listener.

The producer brings together all the different contributions needed for a show, ensuring that the broadcast is of a suitably high quality and compliant with broadcasting regulations. Radio producers work across many different types of programming, both music and talk-based making it a varied job. A producer is responsible for the audio content of broadcasts via radio, the internet and other mobile platforms.



## **WHAT THE WORK INVOLVES:**

A typical day for a radio producer might include:

- Creating concepts for new radio shows
- Planning all aspects of a show, i.e. coming up with topics, scheduling guests
- Ensuring everything runs on schedule while the show is on air
- Directing presenters, content makers, assistants and other crew members
- Editing interviews
- Selecting appropriate music for each programme
- Checking that copyrights are cleared and understanding media law
- Keeping up to date with current affairs
- Monitoring listenership and tailoring a show to meet demands

This is not a 9-5 job. You may have to work extended hours. Radio is constant even on weekends and holidays and programming must be up-to-date, interesting and exciting to maintain listenership to the station.

## **WHO IS THIS CAREER FOR?**

Key skills for being a radio producer are having keen attention to details, the ability to multitask and meet tough deadlines. This job calls for creativity, research skills, technical and computer skills.

As a producer you will manage and work with broadcasting assistants, presenters, DJs, engineers and IT staff so people skills are also important. You might be required to travel to locations for live radio shows or to cover live events.

## **WHAT CAN I EARN?**

As a radio producer you can earn a median level salary, but salary may vary depending on different projects or shows that you produce. This will also depend on the agreement with your employer and the size and ability of the station to which you are employed..

## **HOW DO I QUALIFY?**

Most radio producer jobs require a first degree in audio arts, mass media, radio production or journalism.

## **WHO OFFERS TRAINING IN JAMAICA?**

Caribbean Institute of Media and Communications (CARIMAC)  
Creative Production & Training Centre (CPTC)

***Continue reading for more on exciting careers for now and the future.  
Send your comments and suggestions to Angela deFreitas. e-mail-***

**[info@choicescaribbean.com](mailto:info@choicescaribbean.com)**. Find the right career for you. Do the  
online Career Key Test at – [www.choicescaribbean.com/career-key/](http://www.choicescaribbean.com/career-key/)