



# Morning/Afternoon Show Producer

**SALARY RANGE (2018):** \$40,000–\$93,000

I assign associate producers and journalists to find content—live or recorded interviews, panel discussions, phone-ins, recorded reports—for our daily shows. Much of this content will also be shared on websites and through social media. I ensure our programming covers all the important issues of the day and that it is distributed in a compelling and understandable way for our audience. I make sure our content is informative, accurate, balanced, fair and ethically produced. I vet scripts and check in with my staff to ensure we hit our deadlines. I work with our digital media team so that each story is adapted to our audience-specific distribution channels. The pace is fast and the work is often hectic, but the satisfaction of delivering a successful live show that seems effortless is very satisfying.

**The Tip:** Good producers are consummate salespeople. Convincing someone to come in for a 6:45 a.m. live interview takes equal measures of professionalism, kindness and intelligence.

## PRIORITY KNOWLEDGE AND SKILLS:

Expert	Great at	Good at
<ul style="list-style-type: none"> <li>• Ability to develop a compelling narrative</li> <li>• Ability to develop evidence-based content</li> <li>• Ability to generate new approaches to familiar stories</li> <li>• Expertise in verbal and written use of language</li> <li>• Production planning &amp; design</li> <li>• Apply expertise in <b>media-focused subject areas</b> (current affairs, sports, entertainment, weather)</li> </ul>	<ul style="list-style-type: none"> <li>• Link content with a <b>specific audience</b></li> <li>• Ability to create and edit content for digital applications</li> <li>• Apply deep understanding of media needs, practices and news cycles</li> <li>• Visual and audio recording and editing</li> <li>• Manage projects</li> </ul>	<ul style="list-style-type: none"> <li>• Visual and audio recording and editing</li> <li>• Execute a promotional strategy</li> <li>• Ability to monetize content</li> <li>• Data analytics</li> </ul>

## BUILDING BLOCK EXPERIENCES:

### Education & Learning:

- Bachelor of Communication (broadcast media studies) with a minor in Indigenous studies
- Other education paths could include: a Bachelor of Communication majoring in journalism with a minor in political science, economics, women’s studies or criminology
- *Canadaland* podcast by Jesse Brown, about Canadian media
- I closely follow all local media to ensure I am deeply informed for my show

I love having the responsibility of leading a content team. I work to set the agenda through discussions with my production staff. I need to be connected to the community I serve. Being a show producer is a leadership role and I have to balance setting a standard with being supportive of my team. We work together to create new ways to present familiar stories, providing our audience with deeper understanding of issues that affect them.

<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>• Produced a talk show and elections specials for the campus radio station</li> <li>• Did a practicum at a small-market TV station as a general news reporter</li> <li>• Started as a casual news reporter in a medium market TV/radio newsroom, then became an associate producer on the morning show</li> <li>• Five years later, promoted to senior producer of the morning show, managing a staff of six</li> </ul>	<p>I learned early that I love working behind the scenes to make “the talent” sound informed and confident. Reporting was fun, and it gave me a great opportunity to develop my storytelling and technical skills. I also learned the value of a good producer and how to give feedback that’s useful and constructive. Today I enjoy leading a team of journalists in producing informative and entertaining shows. Deadlines challenge me in a good way.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• Alumni mentor for broadcast students</li> <li>• Coach my child’s soccer team</li> </ul>	<p>I love being able to teach another generation of reporters what the job entails today and how it’s evolving with technology.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• Did an undergraduate research project on First Nations news coverage</li> <li>• Volunteer contributor to tech blog</li> </ul>	<p>I must know about my world and the people in it. I seek to learn about people from challenging situations and speak their language.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• Even mentors need their own mentors. I maintain strong relationships with former classmates and colleagues who have risen to management roles.</li> </ul>	<p>I sit on the regional board of the Radio-Television Digital News Association and help run our awards competitions and banquet. I also volunteer at the national conference every few years. I enjoy working with peers outside my organization.</p>