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ADVERTISING FEATURE

Who is going to work for you in 10 years?

Industry Education Council
OF HAMILTON

Exposing youth to careers in Radio Broadcasting

Their voices are familiar to people in Hamilton, many of whom let Sunni Genesco and Jodi Gaskell be part of their rushed mornings by tuning their radio to 102.9 K Lite FM.

in radio and build careers utilizing skills in research, writing, sales, promotion, marketing, accounting and general business management.

Sunni, co-host of 'Sunni and Hayes Morning Show' told her young audience that the crucial task for a radio show broadcaster is to be informed 'a little bit about everything'.

Jodi shared with them the idea that volunteering at a radio station opens doors that could result in a career opportunity. Tracy explained the legal intricacies of how a station defines and understands its audience. Patty let them picture and experience a simulated creative

from any sector should use this opportunity to get the kids' attention.

Tracy also emphasized that "from a business point of view, it helps you appreciate what you do and think 'yes, I have a cool job'."

The K-Lite FM experience at Billy Green School has also enabled the station to learn what the students think about their services. With the rise of various new media and iPods, there is some research indicating that young people don't listen to the radio any more but these seventh- and eighth- graders proved the contrary is true by listing the radio stations they listen to on a regular basis.



Two weeks ago, these Morning Show personalities and their colleagues, Creative Writer, Patty Merritt and Marketing & Promotion Director, Tracy Fischer, had an afternoon out of the ordinary when they visited the Grade 7 and 8 classes at Billy Green Elementary School. The purpose of their visit was to enlighten students about the variety of career options that exist within the Radio Broadcasting sector.

By involving employees that work in different positions, the K-Lite FM team was able to demonstrate for the students that careers in a radio station are not only about 'being on the air'.

Tracy told them that there are many options that don't require a good voice. In fact, people can be

session by putting them in groups to write and act out radio commercials.

The goal of this visit, organized by the IEC Speaker's Bureau, was to get young people excited about a career in broadcasting and expose them to the jobs available in that sector.

The K-Lite FM team agrees that this outreach is highly valuable and Grade 7 and 8 are the right ages to let young people discover the various career choices available.

Wishing she had the same exposure when she was in school, Sunni underlined that "the kids were extremely interested and engaging," and that she believes, "there will be a few future broadcasters among them".

She added that all professionals

102.9 K-Lite FM is Hamilton's number one radio station and was a nominee at Canadian Music Week 2010 as 'The Station of the Year'.

If you would like to be a community leader like the staff at K-Lite FM, and if you are willing to share your work experience and wisdom with young people, contact Speakers Bureau at IEC. Participating is simple and the rewards are great. After all, without proper career exposure, who is going to work for you in the next 10 years?

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Thank you, Yukon Sarah, for using our system: Rae

BY DANIEL NOLAN

Bob Rae is joining the mocking of Sarah Palin for saying her family once received medical treatment from the Canadian public health care system that she has said should be dismantled and replaced with a profit-making system.

The Liberal MP made his comments in an interview with The Spectator, a month before the former Alaskan governor, Republican vice-presidential candidate and darling of the U.S. conservative movement makes a speech in Hamilton.

Asked if Palin has a message for Hamiltonians, the former Ontario NDP premier smiled and said: "I think we should welcome everyone into this country of ours, no matter how weird and wacky their views really are. And I think we should thank her for using the Yukon health care system. It's a tribute. There you are?"

Palin, who will be at Carmen's Banquet Centre April 15, made headlines this month when she revealed her family travelled to Whitehorse in the 1960s from Skagway, Alaska, for medical treatment.

Palin's views on Canada's health care created problems related to her speech. She was originally coming to Hamilton to raise funds for two hospitals, but that was changed to a

children's charity when many expressed outrage because of her comments and some hospital donors threatened to cut them off.

Organizers have refused to reveal ticket sales, but spokesman Dennis Concor dia said yesterday an announcement will be made soon.

Rae admitted he and Palin have different political ideas and that he won't be buying a ticket to the dinner. He called her "a bit of a celebrity," but said he felt no "personal animosity" toward her and that "she's always welcome in our country."

He didn't believe her brand of conservatism would spread into Canada. Playing on the point she is a Fox News contributor, Rae said: "I think seeing what we see of the Fox world in the United States, I think that's going to convince more and more Canadians that that is not where we want to be at all."

Asked about Palin becoming president of the United States one day, Rae said, "I think that's unlikely."

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