

For the MOTIVATION (WIIFM) exercise, I continue referencing my *Talk course. As outlined on my syllabus map, the course outline includes both practical and theoretical work. This includes the formulation of talk radio topic ideas.

Examples include....

How has COVID-19 effected your mental health?

Should school start-times be moved to later in the day?

Should prostitution be legalized?

The learning outcomes for this course speak to researching, formulating and producing material that conforms to an engaging talk show experience for the radio station's desired audience.

The WIIFM – 'what's in it for me' combines obtained student feedback and my intended benefits in designing the curriculum for the *Talk course. *RADO-1004

Transferable skills include:

Expressing thoughts with clarity

Communicating in written form and orally with increased confidence

Determining balanced, respectful views on subject matter – This is not often the case, especially pertaining to social media posts

Producing station imaging, production elements that conform to end goals

Engaging, sustaining audience interest –holding one's attention as a public speaker has wide-ranging application

Promoting, marketing a talk show prepares the student for focused awareness campaigning

One student commented....'I knew coming into college that I needed to improve my time management skills, the group work was especially challenging – but perseverance paid off'

One student commented....I LOVE talk radio, so even though this assignment was a lot of work – thinking that this could be my career kept me excited about it.

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