



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Marketing

ENTERTAINMENT MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Distinguish between economic goods and services.
- Explain how digital communications exposes business to risk.
- Identify product's/service's competitive advantage.
- Identify internal and external service standards.
- Develop strategies to protect brand's reputation.

CASE STUDY SITUATION

You are the brand manager and the operations manager for HITS 94.7 FM, a radio station that plays classic and modern country music. The station is in a city with a market rank of 21 in 2022 with a radio audience rating of over 2,400,000 of the population aged 12 and older.

HITS 94.7 FM is one of four country music radio stations in the city's market. The station is popular; however, it continues to rank second in ratings. The most listeners tune in weekdays between 5:00AM – 10:00AM and 3:00PM – 7:00PM, during the city's rush hour traffic. During these times the radio station has the most popular disc jockeys in studio playing music, providing updates on traffic and weather, broadcasting advertisements and providing entertaining and fun content between the disc jockeys.

The fewest number of listeners tune in weekdays between 10:00PM – 3:00AM and 10:00AM – 3:00PM. During these times the station devotes the majority of time to playing music with breaks for advertising, station identification and any breaking local or national news stories.

In an effort to reduce costs, the station manager wants to use AI-driven digital communication during the 10:00PM – 3:00AM and the 10:00AM – 3:00PM timeframes to act as the radio's disc jockey. The AI disc jockey would announce song titles and artists and use a script based on trending news and weather. All other times HITS 94.7 FM would use human disc jockeys.

YOUR CHALLENGE

The station manager of HITS 94.7 FM wants you to analyze the decision to use AI-driven communication rather than a human disc jockey. The station manager has asked you to analyze and explain the following:

- The goods and services that a radio station provides
- The advantages of using an AI disc jockey
- Possible risks of using an AI disc jockey
- Internal and external service standards that could be affected by using AI disc jockeys

The station manager wants your analysis to include strategies to protect HITS 94.7 FM's reputation as the knowledge of AI disc jockeys unfolds throughout the market.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**ENTERTAINMENT MARKETING
 2024**

JUDGE'S EVALUATION FORM
 Association Event 1

Participant: _____

INSTRUCTIONAL AREA
 Product/Service Management

Participant: _____

ID Number: _____

Did the participants:

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Distinguish between economic goods and services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain how digital communications exposes business to risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify internal and external service standards?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Develop strategies to protect brand's reputation?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						

