CC4G and the Radio Industry

Girls select sound effects for a news story

Girls choose what information to include in the news

Computer Clubs for Girls is an award-winning initiative from e-skills UK, supported by DfES. Its aim is to help transform the attitudes of a generation of girls, and get them interested in technology in ways that are relevant to them – one example is by giving girls an insight into the radio industry.

Topics in the CC4G courseware which focus on the radio industry include:

> **Radio waves** – girls compose a jingle for their favourite radio station

> **Verbalise –** girls design a radio ad to publicise a good cause

> **Sound byte -** girls choose from different conversation segments to create a dialogue. They can select voice, tones and add timings

> **Mood maker -** girls act as sound engineers and select sound effects to create the mood of a scene

> **It's not what you say -** girls select from audio clips made in different voice tones to produce the right public announcement for the situation

> **Get the story out** – working as a news reporter, girls select a story to cover. Information and pictures arrive as they are creating their story, and they have to decide what to include

What can CC4G do for you?

> Build links and support schools in your area - raising your company's profile

> Influence a population of 10 to 14 year old girls – potential future employees and customers

> Enhance staff professional development and support Corporate Social Responsibility

> Generate interest in your industry

Girls create a soundtrack for an advertisement

Girls make an announcement selecting from audio clips

What can you do for CC4G?

Here are just a few of our examples…

> Host or sponsor a competition for the best Challenge

> Visit a CC4G Club to talk to the girls about 'A day in your life' in the radio industry

> Arrange a tour of a radio studio

What next?

Are you interested in learning more about the radio industry topics and how you can get involved with CC4G? If so, contact the CC4G helpdesk on 0800 328 5161 and ask for the Employer Engagement Team, or email cc4ghelpdesk@e-skills.com.