

Zach Franklin

Betty Farmer

Comm-296

22 October 2018

106.9 The Light Shadowing

On October the ninth over Fall break, I got the opportunity to job shadow 106.9 The Light radio station. This radio station is apart of the Billy Graham Organization, they are “a ministry team that just happens to do radio” according to Carol Davis. I shadowed Carol from twelve until one, this involved me being able to sit in with her while she was live on the radio, and be able to pick her brain about anything I wanted to know about 106.9. Carol has 25 years of radio experience so she understands what it takes, she informed me that they do different kinds of music testing to pick there music that will be played, and that they play these songs at different times each day, in order to speak to different audiences. I enjoyed watching her deliver her message in between songs, she explained to me that she comes in at 8 a.m to plan out the show she will be doing from 12-3, such as when to play the songs, what to say in between the songs, and when she is going to say these things. I also enjoyed seeing how she would get immediate feedback after she would talk live, people would immediately begin to text her or call her and she would respond to anyone and everyone who contacted the station. Over 360,000 people listen to her speak everyday! This blew my mind, and this is why she puts so much thought into how she wants each day to look, and what message she wants to bring to her audience. Carol told me her strategy was to act as if she was speaking to one person each time she spoke, this helped her to ignore how many were listening, while also making what she says relatable and personal to everyday people. From one until three I got to meet almost everyone who was working in the building at that current time. I spent time talking with the Station manager, and also the Production manager, both explained there jobs to me and how 106.9 worked behind the scenes to make sure everything ran smoothly. My experience with 106.9 The Light was incredible, my favorite part was how everyone working there loved and served the Lord, this is why they consider themselves a ministry team who happens to do radio. Every time they spoke live on the radio it was to share the gospel with hundreds of thousands of people, that’s powerful. The station manager, Keith Pittman asked me to come volunteer for them at their concerts or events any chance I get. He said this is how a few of the people working there now got hired! I loved everything about my experience and look to volunteer for them this summer, with possibilities of working with them in the future.



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COMM 296 Introduction to Professional Development
Shadowing Assignment/Employer Feedback
Dr. Betty Farmer, Professor of Communication & Public Relations

Zach Franklin (Print student's name) shadowed

and/or interviewed me on 10/9/18 (date).

Keith Pittman (Professional's name; please print)

Keith Pittman (Professional's signature)

Technical & Content Manager (Job title)

Blue Ridge Broadcasting (Organization name)

Kpittman@brb.org (E-mail address)

Did the student come prepared? yes no

Did the student operate with professionalism? yes no

Any feedback for the student or Communication Department?

A pleasure to get to know Zach. He is welcome to come back anytime, maybe for a full day experience.

Questions or concerns: Contact Dr. Betty Farmer at Bfarmer@wcu.edu or (828) 227-3804.