



**NATIONAL OCCUPATIONAL STANDARD**

**PROGRAM PRODUCER (TV & RADIO)**

**LEVEL 6**

**REFERENCE CODE / 12UMS0240-6**

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(Repeated)**

<b>Occupation:</b>	<b>PROGRAM PRODUCER (TV &amp; RADIO)</b>
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<sup>1</sup> Vocational Qualification Level is determined as Level 6 in the octal (8) level matrix.

## TERMS, SYMBOLS AND ABBREVIATIONS

**VIDEO TAPE BROADCAST:** Broadcasting a program in the broadcast streaming chart after recording it in any platform,

**LIVE BROADCAST:** Simultaneously broadcasting of a program in the radio broadcasting streaming chart with its production time,

**SHOOTING:** Camera shooting of image recording continuously,

**MULTI PLATFORM:** Aggregation of various information resources such as displaying the texts, images, graphics, drawings, voices, videos and animations in the computer, saving in the files, transmitting from the computer network and processing numerically,

**SETTING:** Accessories which are located in a setting set up for program shooting and which completes shooting design,

**TEST SHOOTING:** Record made for the purpose of observing whether all details belonging to the program, such as place, studio, visual format, etc., were prepared and arranged in accordance with program design and business objectives,

**TEST RECORDING:** Program recording made for purpose of observing that all details pertaining to program are sufficiently arranged and are ready for broadcasting as a whole,

**EFFECT: Sounds,** images and/or graphics formed artificially or enriched to contribute to or draw attention to content of broadcast,

**INTERACTIVE MEDIUM: Products or services** which is formed by a user, responds to contents such as text, graphic, animation, video and sound, ensures a two-way communication between user and environment, and operates on digital, computer-based systems,

**INTELLECTUAL PROPERTY:** Intangible assets comprised of knowledge and ideas of human,

**IMAGE MIXER:** A device used to record or display consecutive, simultaneous, fictionalized inputs such as images, pictures, CG outputs collected from various sources,

**IPTV (Internet Protocol Television): Broadcasting ensuring By using wide band transmission and access technologies of optional broadcast services and radio, television broadcasts and by implementing internet protocol (IP) through a network managed privately and in a certain quality,**

**ISCO:** International Standard Classification of Occupations,

**INTERNET ENVIRONMENT:** The environment where broadcasting is transmitted to subscribers and/or receivers through protocols used for internet network that interconnects the worldwide computer networks and corporate computer systems,

**OHS:** Occupational Health & Safety,

**EDITING / PRODUCTION:** Selecting from available images and/or voices, lining these up according to scenario and a certain narration one after another within various rules, by taking into consideration the artistic thought, image and voice continuity, changing their sequences in the scenario when necessary, and determination of their longness and remaining time on the screen ,

**LICENSE INCOME:** Amount paid for use of intellectual property rights,

**MOBILE DEVICES:** Mobile visual or auditory broadcast receivers,

**MOBILE MEDIA:** Transmission medium that provides optional accession to the content in any place and time via mobile devices like mobile phone, portable appliances, etc.,

**ACTOR/ACTRESS:** An artist acting in an artistic production and performing his/her occupation in cinema, television, theatre or radio,

**PİLOT ÇEKİM:** Program recording made for purpose of observing that all details pertaining to program are sufficiently arranged and are ready for broadcasting as a whole,

**PODCAST:** A series of digital file (auditory and/or visual) which is broadcasted in parts and generally can be uploaded from many web sites,

**PROGRAMME SET:** The visual and artistic components, technical equipment necessary for programme shooting,

**PROGRAMME DIRECTOR:** The person who is responsible for whole process from preparing the program to present the audiences, managing the program for the purpose of broadcasting the image and voice materials according to plan, in live broadcast, non-broadcast video tape recording or film form, as well as the team and program participants,

**PROGRAM/YAPIM FORMATI:** Programme genre determined and defined previously,

**PROGRAM:** Each visual/audio component broadcasted by radio or television corporation within defined periods of time,

**RADIO LISTENING RATE RESEARCH:** Research made for measuring listening rates of radios and demographic characteristics of audience,

**RADIO OTOMATION SOFTWARE:** The software that is continuing the radio broadcasting without any control element, as it is planned before,

**RADIO CHANNEL:** The broadcasting medium that is used for simultaneously transmitting of radio broadcasting content, in accordance with an broadcasting stream, by radio corporation,

**ADVERTISEMENT:** Any and all kinds of announces or self-introductory broadcasts made by real or legal persons related to any commerce, business, craft, or profession in consideration of a fee for the purpose of encouraging consumption of goods and services, including but not limited to immovable assets, rights, and obligations, propagating an idea or objective or creating other effects,

**STATIC ELECTRICITY:** Means probability of occurrence of a hazardous event and combination of results.

**ART GROUP:** A team which designs and forms visual structure of a program,

**DIGITAL BROADCASTING:** Broadcast service offered in cable, satellite, terrestrial environments by using digital coding and modulation,

**SCENARIO:** A text which is organized in a manner that it includes format, sequence, content and significant information of a production prepared in accordance with language of cinema and television productions to be used in audio-visual environments, divided into scenes which are the basis of recording of the production, and written in a special page format in order to transform a thought or an event into an image and sound,

**SOUND RECORDING:** Creating the dialogues and sound effects included in an image recording in a professional studio medium and adding such dialogues and sound effects to the record,

**SPONSORSHIP:** Any and all kinds of contributions made by real or legal persons who are not directly related to providing broadcast services or producing visual and / or auditory works, for the purpose of introducing their names, brands, logos, images, activities, or products.

**STUDIO:** The structure where film, television or radio productions are prepared for obtaining not fictionalized raw pictures and/or voices to be used in live broadcast, non-broadcast video tape recording or post-production process,

**PRESENTER SUPPORT SCRIPT:** Text including additional information about the subject which presenter will present,

**PRESENTER:** The person presenting the content prepared for the program,

**DANGER:** Potential of damage that may exist within a workplace or outside, and that may affect employees or workplace,

**TELEVISION RATING RESEARCH:** A research conducted to identify television ratings, demographical properties of audience,

**TELEVISION BROADCAST AUTOMATION SOFTWARE:** Software which runs television broadcast without any control element as it was previously planned,

**TV / RADIO CORPORATE:** Legal entity that has editorial responsibility for selecting the broadcast content of television and decides the arrangement and broadcasting form of this content,

**TELEVİZYON/RADYO YAYINI:** Cryptical or not encrypted visual-auditory broadcast service presented by a media service provider for the purpose of simultaneously watching the programmes based on a broadcast flowchart,

**TV / RADIO CHANNEL:** The broadcasting medium that is used for simultaneously transmitting of radio broadcasting content, in accordance with an broadcasting stream, by radio corporation,

**COPYRIGHT:** The rights entitled to the particular persons by the law related to using and distribution of any information or product of idea,

**VTR:** Short interviews or fragments which were recorded and edited prior to broadcast for purpose of streaming during program.

**PRODUCTION INSTITUTE:** Institution undertaking all production processes of and marketing a programme to TV/radio institutions,

**POST-PRODUCTION:** The period between the production process and putting the production into service in the areas of cinema, television and video including areas such as editing, sound recording, montage, titling, printing, duping,

**PRODUCTION:** Overall works commencing from idea stage to containing the broadcast and some post-broadcast processes,

**BROADCAST STREAM:** A flowchart that shows in which time zone which programs would be broadcasted,

**BROADCASTING/ACCESS TOOLS:** Fixed or mobile broadcast receivers,

**BROADCAST TIME:** Each of broadcast parts covering certain time periods of the day,

**BROADCAST MEDIUM:** The cable, satellite, terrestrial and similar broadcast medium where the broadcast is transmitted to subscribers and/or receivers,

**BROADCASTING PLATFORM:** Transmitting of several broadcasting services by transforming them into one or more than one signal by using digital coding and modulation technique to listeners or audiences over satellite, cable or similar medium cryptically and/or not encrypted directly ,

**NEW MEDIA ENVIRONMENT:** A transmission environment which enables to access content arbitrarily in any time or place, through digital devices, and to create interactive feedback, contribution and community about this content.

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## 1. INTRODUCTION

National occupational standard titled Program Producer (TV & Radio) (Level 6) was issued by Radio TV Broadcasters Professional Association (RATEM) assigned as per the provisions of Vocational Qualifications Authority (VQA) Law No.5544 and “Bylaw on Drawing up National Occupational Standards” and “Regulation on the Establishment, Duties and Operation Procedures and Principles of the Sector Committees of Vocational Qualification Authority” introduced pursuant to the aforementioned Law.

National occupational standard titled Program Producer (TV&Radio) (Level 6) was assessed upon receiving the opinions of the related institutions and organizations in the sector, and approved by VQA Board of Directors upon examination of the VQA Media, Communication, and Publication Sector Committee.



## **2. INTRODUCTION TO THE OCCUPATION**

### **2.1. Description of the Occupation**

The Program Producer (Television and Radio) (Level 6) is the qualified person creating the program draft by conducting a market research and gathering opinions; determining the program production strategy by organizing an target and application team; coordinating all preparation processes and creating the program budget; coordinating the production process by fulfillment of requirements for creating a content; carrying out the researches and works required for broadcasting of the program via other broadcasting medium; managing the communication strategies.

Program Producer (TV & Radio) (Level 6) executes aforementioned tasks by taking OHS- and environmental protection-related measures within applicable legislation, quality systems, and establishment procedures and performs activities relating to her / his occupational development.

### **2.2. Occupational Reference in the International Classification System**

**ISCO-08:** 2654 (Movie, scene, etc directors and producers)

### **2.3. Regulations on Health, Safety and Environment**

Social Security and General Health Insurance Law No.5510  
Law No. 6331 on Occupational Health and Security  
By Law on the First Aid

Besides, it is essential to obey other current legislations, laws, statutory rules and by-laws on OHS and environment and performing risk analysis on the subject.

### **2.4. Other Legislation Related to the Occupation**

Law No. 2821 on Trade Unions

Law No. 2822 on Collective Bargaining Agreement, Strike, and Lockout

Law No. 2954 on Turkish Radio and Television

Law No. 4077 on Protection of Consumers

Labor Law No. 4857

Law No. 5651 on Arrangement of Publications over Internet and Combating the Crimes Committed by means of such Publications

Law no. 5809 on Electronic Communication

Law no. 5846 on Intellectual and Artistic Works

Law no. 5953 on Arrangement of Relations between Employers and Employees in Press and Media Professions

Law no. 6112 on Establishment and Services of Radio and Television Enterprises and Broadcast Services

Furthermore, it is essential to obey other legislation regarding the occupation.

## **2.5. Working Environment and Conditions**

The Program Producer (Television and Radio) (Level 6) can work freelance or private or public broadcasting organizations. He/she can carry out his/her duties in the office environment or out of the office. The work environment should feature air conditioning-heating-cooling systems, adequate lighting system, be equipped with ergonomic office equipment, infrastructure (internet connection, phone, fax and etc.) enabling required communication facilities.

In case the Program Producer (Television and Radio) (Level 6) works with the relevant unit employees and managers outside the organization or freelance; he/she is continuously in communication with the relevant institutions and organizations and persons for taking opinion, contributing to the program content, organizing a team and etc.

Working days and hours are variable according to the program productions. Working on the days such as weekend holiday, legal holiday and night hours or shifts can be in question. The Program Producer (Television and Radio) (Level 6) may be required to travel to different locations due to program productions or for establishing effective communication with the employees. General type of work is team work. He/she may face typical office diseases within the working conditions; the risks of the location he/she works at in case he/she works out of office.

## **2.6. Other Occupation Related Requirements**

There is no other requirement regarding occupation.

### 3. OCCUPATIONAL PROFILE

#### 3.1. Duties, Tasks and Performance Criteria

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
A	To take measures related to OHS and environmental protection	A.1	To follow safe working and personal safety procedures	A.1.1	Uses the tools and equipment according to the instructions, workplace and safety application procedures.
				A.1.2	Refers to the first aid info in negative cases such as occupational accident, injury and etc.
				A.1.3	Contributes to keeping the workplace away from the hazards of working environment.
				A.1.4	Ensures that the required measures are taken against the cases resulting from the workplace activities and to endanger occupational health according to the related legislation and standards.
		A.2	To assess the risks	A.2.1	Follows the workplace procedures to control the risks.
				A.2.2	Determines the encountered risk factors or risks to be encountered and reports such risks to the relevant person/unit.
		A.3	To apply emergency procedures	A.3.1	Acts according to the exit and escape procedures in emergency cases.
				A.3.2	Contributes to the periodic trainings, studies and drills related to the emergency exit or escape.
		A.4	To apply environmental protection standards and procedures	A.4.1	Uses the resources such as energy, consumables and etc. economically and efficiently.
				A.4.2	Ensures that the environmental wastes and recyclable materials at the working site are transferred to the related facilities.
				A.4.3	Contributes to the trainings or studies carried out for protecting and improving the environmental quality.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>B</b>	To ensure the compatibility of processes with the legal legislation, quality systems and foundation procedures	<b>B.1</b>	To follow up the legal legislation related to the processes	<b>B.1.1</b>	Controls the compatibility of the processes under his/her responsibility with the legal legislation, quality system and foundation procedures.
				<b>B.1.2</b>	Follows up the law, regulation and instructions published by the relevant official institutions and organizations related to the processes under his responsibility and carries out the required updates.
				<b>B.1.3</b>	Informs the employees regarding the legislation/procedure amendments.
		<b>B.2</b>	To run the activities related to the quality management system	<b>B.2.1</b>	Assists his/her superior in creating the regulations in accordance with the foundation's service quality standards.
				<b>B.2.2</b>	Participates in the training activities related to the foundation's quality management and service requirements.
				<b>B.2.3</b>	Updates his/her knowledge and skills and applies innovations according to the information and skills he/she acquires as a result of the trainings.
		<b>B.3</b>	To supervise the quality of works performed	<b>B.3.1</b>	Supervises the compatibility of equipment and materials with the standards.
				<b>B.3.2</b>	Applies the quality requirements according to the instructions and plans written on the process format.
				<b>B.3.3</b>	Informs the mistakes detected in the responsibility areas to the authorized person and ensures that they're eliminated.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
C	To manage the pre-production process (To be continued)	C.1	To create the program's targets	C.1.1	Determines the contributions he/she shall make to the television/radio and broadcasting organization in the period of program's air time.
				C.1.2	Defines the results expected to be obtained by the program broadcasting.
				C.1.3	Creates the economic targets to arise by the program's production.
				C.1.4	Defines the program's viewer/audience targets.
				C.1.5	Develops alternatives for the program production stakeholders and sponsors.
				C.1.6	Creates the future estimates for the program's copyright revenues.
				C.1.7	Creates the targets for the program's sales and license revenues in the production market.
		C.2	To determine the program's target viewer/audience	C.2.1	Investigates the program preference tendencies of the television viewers / radio audiences within the scope of social, economic and cultural characteristics.
				C.2.2	Investigates the surveys related to the preferences regarding via which the television/radio broadcasts are viewed/listened in.
				C.2.3	Analyzes the target group's television watching / radio listening habits, watching/listening frequency, times and manners.
				C.2.4	Compares the relation of program target viewer/audience group with the broadcast channel's target group.
				C.2.5	Assesses the surveys regarding consumption habits of the target viewer/audience group.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
C	To manage the pre-production process (To be continued)	C.3	To conduct the program market research	C.3.1	Analyzes the effective program structure and characteristics of the television/radio broadcasting market.
				C.3.2	Investigates the programs in the other channels compatible with the television/radio broadcast stream.
				C.3.3	Analyzes the successful productions by considering the television watching/radio listening surveys.
				C.3.4	Compares the compatibility of the economic targets of television/radio by observing the economic performances of the program productions in the market.
				C.3.5	Investigates the human resources quality of the program productions in the market.
				C.3.6	Investigates the forecastings regarding the future of program market and considers the development and tendencies.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
C	To manage the pre-production process (To be continued)	C.4	To investigate the program ideas, completed program texts	C.4.1	Creates the potential program type and target program formats for gathering the program ideas.
				C.4.2	Negotiates with the persons who create potential ideas, scenario and can make suggestions in the program market.
				C.4.3	Compares between similar ideas for targets and strategies of the program and television/radio channel.
				C.4.4	Ensures that the program ideas are developed and their alternatives are created.
				C.4.5	Takes cares of the compatibility of the content of ideas and program, scenario if any with the broadcasting strategy.
				C.4.6	Takes care of the originality of idea or proposed content.
				C.4.7	Ensures that the ideas are within the limits of legal rights and copyrights and codes of practice regarding television/radio broadcasting.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
C	To manage the pre-production process (To be continued)	C.5	To assess research results	C.5.1	Investigates the applicability of the program ideas created in accordance with the capabilities of the television/radio channel or production organization.
				C.5.2	Investigates the reasons for success and failures of similar programs produced in the past.
				C.5.3	Analyzes the affordability and competence of the requirements for production for creating a sustainable broadcast.
				C.5.4	Investigates the technical adaptability in terms of being effective at different broadcast platforms.
				C.5.5	Observes the results obtained by the similar nature of programs of rival organizations.
				C.5.6	Analyzes the production partnerships and cooperations required by the program ideas.
				C.5.7	Investigates the legal requirements related to the television/radio programming in terms of applicability of production ideas.



Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
C	To manage the pre-production process (To be continued)	C.6	To decide the type and format of program production	C.6.1	Investigates the production types and program formats developed in the television/radio market.
				C.6.2	Investigates the program formats succeeded in the foreign television/radio market when required and assesses the works for adaptation to the channel.
				C.6.3	Ensures that the format and production type are developed according to the broadcasting organization's expectations for the program content.
				C.6.4	Creates the draft program summary in accordance with the broadcast stream. .
				C.6.5	Considers the socio-cultural status, requirements, expectations and social tendencies of the target group of broadcast channel.
				C.6.6	Considers the legal and ethical restrictions.
				C.6.7	Takes care of competence of different broadcast platforms and interactive medium.
				C.6.8	Considers the advertisement, sponsorship and revenue targets of the broadcasting organization.

2 Radyo program yapımı için geçerlidir.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
C	To manage the pre-production process	C.7	To determine the human resources of production	C.7.1	Determines the human resources compatible with the production type or skill requirements of key contributors and capabilities.
				C.7.2	Develops alternatives for the key personnel to be employed in the field of program regulations, editing, effect, music during and after the production.
				C.7.3	Analyzes the creative process and determines the obstructions against the recruitment of human resources.
				C.7.4	Takes care of the team's complementing each other and administrative relations.
				C.7.5	Takes care of the human resources and key contributor's compatibility with the program by carrying out talent management.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>D</b>	To prepare the production budget (To be continued)	<b>D.1</b>	To carry out the financial analysis of the program production	<b>D.1.1</b>	Analyzes the financial format and expenses of the television/radio production and ensures that the decisions regarding the potential dimension and expenses of the proposed production are taken.
				<b>D.1.2</b>	Plans the cost of artistic, technical and administrative expenses to be required for the program production.
				<b>D.1.3</b>	Investigates the advantages and disadvantages of the types of production financing such as debt, loan, investment and etc. within the scope of budget opportunities.
				<b>D.1.4</b>	Carries out risk planning for cost changes to be developed during the creation of production.
				<b>D.1.5</b>	Agrees with the production team on the changes and finally proposed budget.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>D</b>	To prepare the production budget	<b>D.2</b>	To make expense-income planning	<b>D.2.1</b>	Makes the break-even analysis for the program expenses and incomes.
				<b>D.2.2</b>	Determines the sources of income and the periods of time to earn incomes.
				<b>D.2.3</b>	Prepares the cash flow plan for expenses.
				<b>D.2.4</b>	Structures the short, medium and long term periodic budgetary practice.
		<b>D.3</b>	To determine economic resources of production	<b>D.3.1</b>	Determines the potential investors, sponsors and project financing methods related to the production.
				<b>D.3.2</b>	Develops the sponsorship relations for production.
				<b>D.3.3</b>	Creates the targets for the advertisement resources of production.
				<b>D.3.4</b>	Determines the future plan for the sales, licensing and copyright revenues.
				<b>D.3.5</b>	Creates the income models to arise from broadcasting of digital multi platform and mobile environments of television/radio production.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
E	To manage the preparation process for production (To be continued)	E.1	To determine the studios and locations compatible with the program design	E.1.1	Investigates the shooting locations and studios by the assistance of the director.
				E.1.2	Ensures that the required permits are taken for shootings.
				E.1.3	Carries out the cost research of location and studio.
				E.1.4	Takes care of competence of the technical equipment of location and studio to fulfill the targets of program's content.
				E.1.5	Takes care of the location and studio to meet the program's artistic and design based expectations.
				E.1.6	Takes care of the competence of location and studio in terms of characteristics for transportation and program live stage.
				E.1.7	Takes care of the competence of location and studio in terms of health and safety requirements.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
E	To manage the preparation process for production (To be continued)	E.2	To organize the program application team	E.2.1	Defines the works and tasks to be performed for program production.
				E.2.2	Determines the artistic, technical and administrative human resources compatible with the works for program content.
				E.2.3	Considers the past experiences, education and personal skills of the candidates of application team in terms of competence with the program production.
				E.2.4	Takes care of the characteristics for work place and time in the employment of team.
				E.2.5	The director carries out the procedure for recruitment of the production team members including the key personnel such as the shooting team, determination of working period and dismissal. <sup>4</sup>
				E.2.6	Arranges the relations of the production team for copyrights.
		E.3	To plan the technical requirements for production	E.3.1	Determines the nature of the technical support to be required in the program.
				E.3.2	Plans the required technical human resources.
				E.3.3	Defines the technical requirement to be fulfilled by the broadcast channel or outsource.
				E.3.4	Makes schedule and cost plan for fulfillment of the technical requirement.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>E</b>	To manage the preparation process for production (To be continued)	<b>E.4</b>	To fulfill the requirements for the content compatible with the type and format of production	<b>E.4.1</b>	Carries out the necessary investigation for fulfillment of requirements compatible with the type of program such as written, visual-audio records, music, effect, guest and etc.
				<b>E.4.2</b>	Benefits from the data and information sources such as universities, trade association and chambers of commerce and etc..
				<b>E.4.3</b>	Investigates the periodical and non-periodical broadcasts compatible with the program content.
				<b>E.4.4</b>	Assesses the current archive and content sources of the television/radio channel or production organization.
				<b>E.4.5</b>	Assesses the expert opinions compatible with the program targets.
				<b>E.4.6</b>	Supervises the compatibility of content materials compatible with the television/radio broadcast stream and viewer/audience targets.
				<b>E.4.7</b>	Takes care of the effect of the material required for production on the production costs.
				<b>E.4.8</b>	Fulfills the requirement of training and consultancy required for development of the program content.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
E	To manage the preparation process for production (To be continued)	E.5	To ensure that the contracts required by the production are drawn up	E.5.1	Determines the compatibility of the human resources and suppliers related to the production for production and the terms for its relation with the production.
				E.5.2	Manages the negotiation processes with the supplier and potential production team for obtaining the best result for production.
				E.5.3	Takes role in determination of the content of the contracts for a high quality television production.
				E.5.4	Draws up or ensures that the contracts related to the intellectual property, license and co-production are drawn up.
				E.5.5	Removes the problems by ensuring that the suppliers fulfill the contract requirements.
				E.5.6	Ensures that the contracts for sponsorship, advertisement and other financing procedures required for production are drawn up.
				E.5.7	Ensures the physical distribution of the production by DVD, CD and similar medium and that the contracts for broadcasting and distribution via internet and mobile medium are drawn up.
				E.5.8	Determines the terms and contracts for production purchase and sale.



Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>E</b>	To manage the preparation process for production	<b>E.6</b>	To make suggestions for determination of the program's broadcasting time zone	<b>E.6.1</b>	Plans the program's compatibility with the broadcast stream in cooperation with the channel's broadcast management.
				<b>E.6.2</b>	Investigates the time intervals of television/radio listening of the production's target viewer/audience group.
				<b>E.6.3</b>	Considers the distribution of the types and formats of program within the broadcast stream.
				<b>E.6.4</b>	Makes suggestion to the relevant manager of the broadcast channel for determination of the broadcast's place within the weekly program to ensure that the television/radio channel's economic income performance is at maximum level.
				<b>E.6.5</b>	Takes care of the program broadcasting to be live or recorded and repeatability.
				<b>E.6.6</b>	Takes care of the compatibility of the program content with the general content approach of day and night broadcast bands.
				<b>E.6.7</b>	Considers the limitations, production rate and stock working conditions related to the program production.
				<b>E.6.8</b>	Determines the optimum and manageable broadcast time zone by considering the requirements during the broadcast such as technical, human resources, transportation,
				<b>E.6.9</b>	Investigates the financial values of different broadcast bands and time zones of the television/radio channel.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>F</b>	To manage the application process for television program production (To be continued)	<b>F.1</b>	To ensure that the program stream text is prepared	<b>F.1.1</b>	Exchanges ideas with creative team for creation of program stream text compatible with the type and format of program.
				<b>F.1.2</b>	Ensures that the program stream text is created to comply with the broadcast stream.
				<b>F.1.3</b>	Takes care that the language compatible with the production is used in the program stream text.
				<b>F.1.4</b>	Takes care of the program stream text's compatibility with audience targets of the television channel and program.
				<b>F.1.5</b>	Investigates the compatibility of the program stream text with the program integrity.
				<b>F.1.6</b>	Investigates the preparations for frontman support text for the programs with frontman.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>F</b>	To manage the application process for television program production (To be continued)	<b>F.2</b>	To determine the program design requirements	<b>F.2.1</b>	Determines the artistic human resources required for the program.
				<b>F.2.2</b>	Carries out content planning with the director and program team before program shooting.
				<b>F.2.3</b>	Ensures that program adaptation compatible with different broadcast platforms and interactive new media environments is carried out.
				<b>F.2.4</b>	Makes suggestion for the program to be broadcasted as live or recorded.
				<b>F.2.5</b>	Takes care of the program's language and integrity.
				<b>F.2.6</b>	Takes care of the compatibility of the music, effect and sounds selection according to the program stream for editing works.
				<b>F.2.7</b>	Carries out outsourcing research for fulfillment of requirements compatible with the program design.
		<b>F.3</b>	To ensure that the production's visual format is created	<b>F.3.1</b>	Investigates the competence of the director, co-director, frontman with the program or key personnel such as actor in the programs with scenario with the program's visual
				<b>F.3.2</b>	Informs the team regarding the visual design decided related to the program.
				<b>F.3.3</b>	Supervises the compatibility of the technical hardware, equipment and locations with the program's visual format.
				<b>F.3.4</b>	Completely submits the production requirements for visual format to the art group by the optimum way.
				<b>F.3.5</b>	Informs the artistic and technical personnel regarding the changes to occur in the program's visual structure.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
F	To manage the application process for television program production (To be continued)	F.4	To get test shot done	F.4.1	Provides the financing required for the test shot.
				F.4.2	Ensures that the technical and artistic infrastructures required for the test shot are available.
				F.4.3	Ensures that the shooting locations and studios are available.
				F.4.4	Controls the content of test shot and VTR alternatives.
				F.4.5	Participates in the decision process with the director in the selection of human resources such as the frontman, actor and etc. related to the program content carried out by the test
				F.4.6	Ensures that the pilot shooting to be used for the program promotion is carried out.
		F.5	To create schedule	F.5.1	Informs the production team regarding the time management.
				F.5.2	Determines the production's air time.
				F.5.3	Creates the daily, weekly and monthly schedule for preparation of the production content on time.
				F.5.4	Pays attention to the labour and time management by taking care of the program's preparation and air time.
				F.5.5	Prepares different schedules specific for crisis and emergency cases.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
F	To manage the application process for television program production	F.6	To ensure the compatibility of the application process with the program design and work targets	F.6.1	Supervises the project's whole progression from production to post-production applications in terms of design and application targets.
				F.6.2	Ensures that the director and other members of the team are focused on the creative works.
				F.6.3	Fulfills the possible requirements for human resources, technical and artistic changes arose during the creation of production; assists the purposes of program design and application.
				F.6.4	Informs the director, visual team, key personnel in the areas such as editing for the performance of shooting works compatible with the type and format of production.
				F.6.5	Informs the production's supporter, sponsor or investors regarding the program's design and work targets.
		F.7	To coordinate the program production team	F.7.1	Prepares the working plan of the production team.
				F.7.2	Creates an administrative structure compatible with the team work for the production team.
				F.7.3	Determines the authority and responsibility relations within the production team.
				F.7.4	Ensures that the works related to the production are reported and records are created.
				F.7.5	Meets the requirements for the team to work harmoniously in the production process.
				F.7.6	Manages the foreign relations of the production team members for the production and takes care of compatibility.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>G</b>	To manage the application process related to the radio program production (To be continued)	<b>G.1</b>	To ensure that the radio program text is prepared	<b>G.1.1</b>	Ensures that a text compatible with the radio language is prepared for the program.
				<b>G.1.2</b>	Takes care of the formal characteristics related to the program text.
				<b>G.1.3</b>	Ensures that a fluent and comprehensible language is used in the text.
				<b>G.1.4</b>	Arranges the text as to be sufficient for the program airtime.
				<b>G.1.5</b>	Takes care of the program text's compatibility with the audience targets of the radio channel and program.
				<b>G.1.6</b>	Ensures that the presenter's support text is prepared for the programs with presenter.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
G	To manage the application process related to the radio program production (To be continued)	G.2	To manage the sound recording, music, effect works	G.2.1	Determines the human resources required for sound recording of the program text.
				G.2.2	Ensures that rehearsal is carried out before sound recording of the text.
				G.2.3	Ensures that sound recording applications compatible with different broadcast platforms are carried out.
				G.2.4	Selects the music compatible with the program content within the types of music.
				G.2.5	Takes care of the program's musical language and integrity.
				G.2.6	Selects the optimum effect required for the program.
				G.2.7	Investigates outsourcing for the music and effect.
		G.3	To ensure that editing works are performed	G.3.1	Informs the person or persons to carry out the editing works regarding the program.
				G.3.2	Manages the technical applications for the program's editing.
				G.3.3	Adjusts the program air time to be compatible with the radio broadcast stream during the editing.
				G.3.4	Takes care of the integrity between the parts and sections of the program for editing.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
G	To manage the application process related to the radio program production (To be continued)	G.4	To create test record	G.4.1	Ensures that the technical infrastructure required for recording is available.
				G.4.2	Supervises the final state of the production and makes it ready for the recording stage.
				G.4.3	Prepares the test records by considering the alternatives.
		G.5	To create schedule	G.5.1	Informes the production team regarding time management.
				G.5.2	Determines the production's air time.
				G.5.3	Creates the daily, weekly and monthly schedule for preparation of the production content on time.
				G.5.4	Prepares different schedules specific for crisis and emergency cases.



Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>G</b>	To manage the application process related to the radio program production	<b>G.6</b>	To coordinate the production team	<b>G.6.1</b>	Prepares the working plan of the production team.
				<b>G.6.2</b>	Creates an administrative structure compatible with the team work for the production team.
				<b>G.6.3</b>	Determines the authority and responsibility relations within the production team.
				<b>G.6.4</b>	Ensures that the works related to the production are reported and records are created.
				<b>G.6.5</b>	Meets the requirements for the team to work harmoniously in the production process.
				<b>G.6.6</b>	Manages the foreign relations of the production team members for the production and takes care of compatibility.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>H</b>	To manage the post-production process (To be continued)	<b>H.1</b>	To coordinate the post-production team	<b>H.1.1</b>	Organizes the optimum post-production team composed of experts in the fields of editing, visual effect, music and etc.5
				<b>H.1.2</b>	Ensures that the process proceeds in accordance with the program by informing the post-production team regarding the program.
				<b>H.1.3</b>	Ensures that the works related to the post-production process are reported and the records are created.
				<b>H.1.4</b>	Fulfills the requirements of the post-production team for the team to work harmoniously.
				<b>H.1.5</b>	Assists the director in his/her works for post-production applications when required.
				<b>H.1.6</b>	Coordinates the process for the production team and post-production team to complement each other in terms of program production, editing, time management.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>H</b>	To manage the post-production process	<b>H.2</b>	To manage the post-production applications	<b>H.2.1</b>	Controls all the applications carried out at the post-production stage such as editing, sound recording, music, effect and etc. at each stage.
				<b>H.2.2</b>	Controls the choices of technical material and application regarding the program editing in terms of compatibility with the program content targets.
				<b>H.2.3</b>	Controls the compatibility of the editing with the program format.
				<b>H.2.4</b>	Controls the integrity of editing between the program sections.
				<b>H.2.5</b>	Controls the production's competence of post-production technical adaptations regarding the broadcast in the interactive and digital media environments.
				<b>H.2.6</b>	Takes care of the compatibility of the selection of post-production applications with the program cost items and total budget.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
I	To adapt the program for new media environments	I.1	To develop broadcast content compatible with the internet environment	I.1.1	Takes the experts' opinion and investigates for broadcast adaptation of the program in the internet environment.
				I.1.2	Ensures that the use content which fulfills the requirements of the target group, is articulable and online is created.
				I.1.3	Ensures that the technical equipment and software related to the broadcast to be carried out via internet environment are supplied.
				I.1.4	Organizes the technical staff required for broadcasting via internet environment.
				I.1.5	Ensures that the program promotion compatible with the web environment is carried out.
		I.2	To synchronize the format and content of program with the digital broadcasting technology and access tools	I.2.1	Receives the channel's technical department for transferring the program content via different digital broadcast medium and tools.
				I.2.2	Ensures that the work for technical and artistic compatibility for transferring the program content via different medium such as mobile tools, web, podcast and etc. is performed.
				I.2.3	Creates the target group of program audience by considering the technical specifications of different digital access tools.
				I.2.4	Develops procedures for utilization of interactivity of tools.
				I.2.5	Ensures that images and videos compatible with different access tools such as web, mobile, IPTV and etc. are prepared. <sup>6</sup>

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
<b>J</b>	To manage the brand and communication strategy of program	<b>J.1</b>	To ensure that the program's brand and communication positioning is created	<b>J.1.1</b>	Investigates the surveys for perceptions and attitudes of the viewers/audience regarding the programs.
				<b>J.1.2</b>	Ensures that a detailed marketing and promotion strategy for the program production is created.
				<b>J.1.3</b>	Determines the strategy for the program positioning in accordance with the broadcast channel's brand and communication targets.
				<b>J.1.4</b>	Ensures that the program's brand personality and identity are created.
				<b>J.1.5</b>	Supervises the compatibility of the target viewer/audience group with the program's positioning strategy.
		<b>J.2</b>	To ensure that the program's brand and communication management is carried out	<b>J.2.1</b>	Investigates the media other than television/radio which the target viewer/audience group follows.
				<b>J.2.2</b>	Investigates the capabilities of the television/radio channel for the program communication.
				<b>J.2.3</b>	Investigates for the program promotion in the web-based environments and new media environment.
				<b>J.2.4</b>	Decides on the message design to be created for the program promotion.
				<b>J.2.5</b>	Manages the adequate advertisement and communication strategy for the program promotion.
				<b>J.2.6</b>	Shares the information and documents required for carrying out the program promotion and communication activities with the relevant departments of the television/radio organization.

Duties Tasks		Tasks		Performance Criteria	
Code	Title	Code	Title	Code	Description
C	Running ctivities related to the vocational development	K.1	Realizing training, planning and organization works	K.1.1	Ensures participation if needed to meetings, seminars, trainings relating to the profession.
				K.1.2	Establishes periodic or one time training requirements of himself or others and evaluates with regard to time planning.
		K.2	To perform studies on personal occupational development	K.2.1	Implements research activities required for occupational and personal development.
				K.2.2	Follows up new technologies/publications regarding television broadcasting and digital broadcasting.
		K.3	To provide occupational training for subordinates and	K.3.1	If necessary transfers his knowledge and experience to persons, he works together.
				K.3.2	If necessary, realizes information and training activities relating television broadcasting and digital broadcasting.

**3.2. Tools, Appliances and Equipment Used**

1. Computer and hardware (printer, scanner, external memory, etc.)
2. Setting
3. Image Mixer
4. Communication tools (phone, tele-conference systems, fax, telex, wireless internet connection, modem vb.)
5. Stationary materials (paper, pen, puncher, etc.)
6. Earphone
7. Environment or studio light
8. Microphone
9. Music planning software
10. Office appliances and tools (photocopier, projection device, calculator, etc.)
11. Optical / digital recording and shooting devices (camera, video camera, CD, DVD, VCD, Blue-ray disc readers, etc.)
12. Voice and video recorder
13. Voice and video editing software
14. Voice effect / processing device
15. TV / radio broadcast automation software
16. Production mixer
17. Post-production software and hardware
18. Production mixer

**3.3. Knowledge & Skills**

1. Knowledge on emergency case
2. Knowledge and ability of using native language well
3. Knowledge and ability of researching and reporting
4. Knowledge of labor legislation
5. Skill of memorizing lot of images
6. Ability of organizing and coordinating the team
7. Knowledge of video and graphic
8. Ability of developing content
9. Advance knowledge of TV / radio program production cost analysis
10. Ability of work development
11. Advance knowledge and ability of TV / radio management
12. Knowledge on Occupational Health and Safety Precautions
13. Aural skills
14. Knowledge of quality management
15. Knowledge on television market by channel and program types and audience structure
16. Ability of planning and managing resources
17. Crisis management skills
18. Knowledge of culture and art
19. Knowledge of leadership
20. Knowledge on legal regulations regarding the occupation
21. Knowledge of professional ethics

22. Basic knowledge on computer programs relating to the occupation
23. Knowledge of music
24. Knowledge of conceptual frame in relation with program production
25. Knowledge of risk management
26. Knowledge of digital publishing
27. Knowledge of sound and effect
28. Knowledge of technical equipment and hardware
29. Ability of using well TV/radio-specific narrative skills
30. Knowledge on TV/radio program production processes
31. Knowledge on TV/radio program production technique
32. Writing technique and narrative skills needed for TV / radio program production
33. Knowledge on copyrights legislation
34. Knowledge of basic budgeting
35. Basic media marketing knowledge
36. Basic knowledge on television rating / radio listening researches
37. Knowledge of consumer rights and competition legislation
38. Production directing knowledge
39. Knowledge of publishing legislation
40. Ability of oral and writing communication
41. Skills of time management

#### **3.4. Attitudes and Behaviors**

1. To pay attention to use of appliances and consumables
2. To be researcher
3. To be able to think associatively
4. To take care of cleanness, tidiness, and order of workplace
5. To take care of occupational health and safety in workplace
6. To use effective and efficient work hours
7. Acts responsible for protection of the environment.
8. To comply with environmental, quality, occupational health and safety rules
9. To be open to change and to adapt to changing conditions
10. To be careful and rigorous
11. To be in harmony with the team
12. To be open to criticism
13. To be open to cooperation
14. To be participative
15. To be skeptical
16. To comply with professional ethics and rules
17. To be negotiant
18. To be unprejudiced
19. To be sharer
20. To take care of process quality
21. To make recommendations to develop and improve processes
22. To be consistent
23. To be agreeable



#### **4. TESTING, ASSESSMENT AND CERTIFICATION**

Testing and assessment for certification with respect to national qualifications based on Program Producer (TV & Radio) (Level 6) Occupational Standard shall be held in written and/or oral forms, theoretically and practically, in testing and assessment centers where required conditions are met.

Testing and assessment method and practice principles shall be detailed with national qualifications to be drawn up pursuant to this occupational standard. Activities regarding testing, assessment and certification shall be conducted within the framework of Vocational Qualification Authority, Testing and Certification Regulation.

Note: This part shall not be published in the Official Gazette. It will be published in VQA website only.

ANNEX: Institutions that participated in the Occupational Standard Preparation Process

## **5. Occupational Standard Team of the Institution Developing the Occupational Standard**

Yusuf GÜRSOY, RATEM - Member of BoD; President of Project Steering Committee

Savaş Yılmaz, RATEM - Project Coordinator

Cihan Başar SAMANCI, RATEM - Project Assistant

Pelin EMEKSİZ, RATEM - Project Secretariat Responsible

Asst. Prof. Can BİLGİLİ, Yeditepe University School of Communication; RATEM – Consultant of Vocational Standards

S. Koray HATİPOĞLU, RATEM – Consultant of Vocational Standards

## **6. Technical Work Group Members**

### **6.1. Vocational Standards Committee Members**

Hüseyin Levent KATRAN, Akra FM

Yekta TOK, Akra FM

Güzel AKA, ART News

Mehmet YAŞAR, Radio Bizim (İstanbul)

Yakup BAKIR, Channel 54 (Sakarya)

M. Aydın ŞERBETÇİOĞLU, Kolej FM (Kayseri)

Necmi AYDIN, Metropol FM (Mersin)

Mehmet İhsan ERCAN, Radio 7

Ahmet ATILMIŞ, Radio Şirinnar

Kadir ÇETİN, Radio Tatlıses

Tolga YİĞİT, Radio Tatlıses

Gökay BAYLAN, Radio Therapy (Tekirdağ)

Hakan UZMAN, Show TV

Zafer BÜYÜ, SRT (Sakarya)

Melih SEZGİN, STV

İdris TAŞ, VTV (Antalya)

### **6.2. Those Contributing to Preparation of Occupational Standard**

Aysel AZİZ, İstanbul Aydın University – Academician

Ümit ATABEK, İzmir Yaşar University – Dean, school of Communication

Tülay ARSAL, Akra FM

Nursel BOLAT, Arel University – Academician

Ozan ANTAY, ATV  
Faruk ÇELEBİ, ATV  
Burhan KANDEMİR, ATV  
Akın ATLAY, Başarı Electronics  
Burak HOŞLAR, Best FM  
Zafer BEYAZ, Dost FM (Bursa)  
Alp Mustafa BİROL, Galatasaray University – Academician  
A. Acar FİLİZ, Channel A (Adana)  
İsmail TÜRKMEN, Channel 7  
Ogün YILDIZ, Channel 7  
Selahattin YÜKSEL, Channel 7  
İsmet ERGİN, Karesi TV (Balıkesir)  
Ali DÖNMEZ, Kordon TV (İzmir)  
Mustafa Kara, Maltepe University – Academic  
Oğuz SİVRİ, Radio 7  
Abdullah ERDOĞAN, Radio Terapi (Tekirdağ)  
Murat GEDİKTAŞ, Show TV  
Hidayet KARAKUŞ, Show TV  
Aydın ÖZDEMİR, Show TV  
Cengiz ŞAHİN, Show TV  
Ahmet Turan GÜRKAN, SKY Türk  
Cemil ER, STV  
Zafer KAYA, STV  
Semih TÜCCAR, STV

**7. People, Institutions, and Organizations Asked for Opinion,**

A.Acar FİLİZ, Channel A  
Abdullah ÇEBİ, Vice Program Director  
Abdülhamit BİLİCİ, Cihan News Agency, General Director  
Abiş HOPIKOĞLU, TV8 General Director / Executive Editor  
Abiş HOPIKOĞLU, TV8, General Director  
Acun ILICALI, SHOW TV, Programs  
Adalet Sertan AYHAN, Luxury Lounge FM, President of the BoD  
Adem GÜRSES, ATV, General Director  
Adil Birol GİRAY, FG FM 93.7, Partner  
Adnan SÜER, TRT AVAZ, Channel Coordinator

Ahmet ATILMIŞ, Radio Şirinnar

Ahmet KOYUNCU, TRT, BoD Member

Akif ÖZCAN, Radio Ekin, Executive Editor

Alaaddin ERDAL, Lüleburgaz FM

Ali ABHARY, Spectrum Media Coordinator, CEO

Ali ADALIOĞLU, SUN RTV

Ali Ahmet BÖKEN, TRT News Channel, Vice Coordinator

Ali DOĞAN, TRT, Training Department, Director

Ali DÖNMEZ, İmbat FM

Ali ERCAN, Deputy Production Resources Coordinator

Ali İlhan ATILGAN, Radio Mega

Ali Rıza ERKAN, Radio Barış

Ali SORAR, Kalp FM

Alper TAN, Channel A

Anatolian University School of Communication Sciences

Anatolian University School of Communication Sciences Department of Communication

Anatolian University School of Communication Sciences Department of Movie & TV

Ankara Chamber of Commerce

Ankara University School of Communication

Ankara University School of Communication Department of Radio Television and Movie

Arslan Narin, Vice President of Higher Board of Radio & Television

Atilla ARIMAN, Radio Planet, Director

Avni SARIHAN, Channel 7, Programs Director

Ayhan OKATALI, TRT Training Department

Ayhan YALÇINKAYA, Program Director

Ayla KARLI, Tezgören Program Director

Aytaç ÖZTÜRK, Gözde FM

Aytekin YÜKSEL, TV24 HR

Associated Right Owner, Professional Association of Phonogram Producers

Barış TÜNAY, CNN Türk, General Director

Başak İKİZ, Radio Cem

Battal AKSOYEK, Radio Net

Bedrettin UĞUR, Channel A, Istanbul Branch Director / Executive Editor

Bekir YILDIZCI, TRT-KIDS, Deputy Channel Coordinator

Belgin ULUÇAY, Serhat FM

Belkıs GÜLCAN, Metro FM

Berna NEMLİ, Program Director

Bilal BAL, Vatan TV, President of Media Group

Burak CAN, Super FM Radio Director

Burhan KILIÇ, Technical Director

Bülent ATA, TRT-1, Channel Coordinator

Bülent ÖZGÜR, Çorlu FM

Can SOYSAL, TRT KIDS, Channel Coordinator

Canan ÇETİNSÖZ, Kayseri FM

Cansu KARADAĞ, Samanyolu TV HR (Yumurcak TV)

Cantekin CANTEZ, Director of Editing

Cebrail İLDEŞ, Technical Coordinator

Cem AYDIN, Doğu Media Group, GM

Cem PEHLİVAN, Radio Hatmar

Cengiz ÜNSAL, Radio Mydonose and Metro FM Radio Director

Cihat ÖZKAN, Line TV

Coşkun ATAMAN, Radio Club

Çukurova University School of Communication

Çukurova University School of Communication Sciences Department of Communication

Çukurova University School of Communication Department of Radio Television and Movie

Derya İZBUL, TV 8, Productions

State Personnel Administration

Dilek DAĞCIOĞLU, Channel D, Program Director

Asc. Prof. Melek Ayşe İNAL, İstanbul Arel University Department of Radio & Television Cinema

Doğan DENİZ, Radio Frekans

Dođan SÖNMEZ, Venüs FM

Dr. Vahap DARENDELİ, Member of Supreme Board of Radio & Television (RTÜK)

Dr. Hamit ERSOY, Member of Supreme Board of Radio & Television (RTÜK)

Dr. Hidayet KARACA, President of Samanyolu Publishing Group

Dr. Mesut ERTANHAN, TRT, Head of Training Department

Dr. Nimet ERSİN, Turkish Radio & Television Corporation Head of TV Department

Dr. Tayfun Acarer, Head of Information Technologies and Communication Institution

Dr. Zeynel KOÇ, Turkish Radio and Television Corporation, Member of BoD

Dr. Nimet ERSİN, TRT, Deputy Channel Coordinator (Training)

Eda ATEŞ, Show TV HR (SKYTÜRK)

Aegean University School of Communication

Aegean University School of Communication, Radio-Television, Cinema

Emin BARINER, Art TV

Emrah HATTAT, Best FM, President of BoD

Ergün YILDIRIM, RADIO LIGHT, General Director

Erkan KOCABAŞ, EGE TV

Esat ÇIPLAK, Member of Supreme Board of Radio & Television (RTÜK)

Esra HARMANDA, Channel A Istanbul Representation Office, Programs (Internal Productions)

Esra KIRALI, Program Director

Evren KARA, Akıllı TV Technical Director (Productions)

Eyüp Ahmet ESKİOĞLU, Channel A İstanbul

Faruk DEMİREL, Radio Akdeniz

Faruk TAK, ÇRT

Faruk TANDOĞAN, Radio Aktif

Fatih KARACA, President of İpek Media Group

Fatih KESKİNCİ, Channel T, Member of BoD

Ferid ŞAHİN, HRT

Ferman KARAÇAM, Channel 7, Executive Editor

Fethi ŞİMŞEK, Burdur FM

Fethullah KIRŞAN, TRT – 6, Channel Coordinator

Fidan GULİYEVA, PAL FM General Director

Professional Association of Movie Producers

Professional Association of Movie Producers, Istanbul Branch

Galatasaray University, School of Communication

Gazi University, School of Communication

Gazi University School of Communication Department of Radio Television and Movie

Giray GÜNGÖR, ALEM FM Radio Group, Executive Director

Gökhan ÇINAR, JOY TÜRK Radio Director

Güler CANER, Radio Halikarnas

Gülnur ÖZER, Program Director

Gürsel AKSUN, Program Director

Gürsel SELÇUK, Program Director

Hakan KAYACAN, Radio Vize / Radio Net

HAK-IS Trade Union Confederation

Hakkı SEZEN, Gençlik FM

Halil TUTKAL, Vatan TV, Executive Editor

Haluk İMAMOĞLU, Moral FM, General Director

Haluk ÖNEN, Program Producer

Haluk ŞİRİN, SHOW TV, Executive Editor

Handan KARAMAN, Program Producer

Harun HACIOĞLU, Channel T, General Director

Hasan ŞAHİN, Akdeniz FM

Hatice TANRIÖĞEN, TRT Documentaries Channel, Vice Coordinator

Hayri ADIYAMAN, Radio Galaksi

Haytem DAĞİSTANLI, Best FM, General Director

Hüdayi YILMAZKAN, TRT Documentary Channel, Coordinator

Hülya ALP, Member of Supreme Board of Radio & Television (RTÜK)

Hüseyin İŞLER, TRT, President of Human Resources Department

Hüseyin SÜMER, Melodi FM, General Director

Hüseyin TERZİOĞLU, Vatan TV, News Editor

İ. Ömer MADRA, Açık Radio, Executive Director

İbrahim BAYRAKTAR, District Director of Information Technologies and Communication Institution

İbrahim Gürkan SARI, TRT AVAZ, Deputy Channel Coordinator

İbrahim ŞAHİN, TRT, General Director

İdris TAŞ, VTV

İlhan ÇALCI, RADIO 2000, President of BoD

İlhan UZUNDURUKAN, Radio Tatlıses

İlhan UZUNDURUKAN, Saran Radio Groups, Responsible general Director

İlker KARACA, Channel T, Executive Editor

İlker YILMAZ, Channel 7 HR

İlyas ŞİŞİK, Lalegül FM, Executive Editor

İrfan AKÇAKAYA, TRT Music, Channel Director

İrfan SAYAR, Banaz Dost FM

İrfan ŞAHİN, Doğan TV, General Director

İsmet ERGİN, New Karesi TV

İstanbul Chamber of Commerce

İstanbul University School of Communication

İstanbul University Department of Radio Television and Cinema

İzmir Chamber of Commerce

Kadir Tolga SOYLU, Soylu FM

Career Consultancy and Human Resources Development Association

Kemal ŞAHİN, Radio Hedef

Kenan ÖZBAKIR, Özlem Radio, President of BoD

Small and Medium Industry Development and Supporting Administration (KOSGEB)

Kürşat ÖZKÖK, TRT HD, Channel Coordinator

M. Aydın ŞERBETÇİOĞLU, Kolej FM

Marmara University School of Communication

Marmara University Department of Radio Television and Cinema

Mehmet Akif BEKİ, Channel 24, Executive Editor



Mehmet AYLIDERE, Samanyolu, Productions Coordinator

Mehmet CANPOLAT, Vice General Director of TRT

MEHMET KUMAŞ, Television Technical Director

Mehmet YAŞAR, Bizim Radio, Executive Editor

MELİH BAYRAM, Director of Editing

Meltem ULUYAVUZ, ATV HR

Professional Education and Small Industry Supporting Foundation

Mesut KESKİN, ART TV

Mete TAVUKÇUOĞLU, Dinamo 103.8, President of BoD

Metin DUMAN, RADIO FM

Metin YIKAR, Samanyolu, Executive Editor

Mine KARACA, Channel T, Productions

MUALLA KARABULUT, Program Director

Muhsin KILIÇ, RTÜK, Department of Permits and Allocations, Head

Murat GÜR, RADIO AKTİF

Murat GÜRBÜZ, Radio Fifteen, Operating Director

Murat KESKİN, Samanyolu, Programs Coordinator

Mustafa ALTINEL, Channel A HR

Mustafa EFE, Müjde FM, General Director

MUSTAFA ERKMEN, Director of Editing

Mustafa KARACA, TRT- 5 (ANADOLU), Deputy Channel Coordinator

Mustafa Öztürk İŞLER, RADIO NET

MUSTAFA SAİD ÇELİK, Program Director

Müşerref SEÇKİN, Halk TV

N.NİHAN ÜNAY, Deputy Coordinator of Production Resources

Naim GÜLEÇ, AKRA FM, General Director

Necati GÖKSEL, TRT Music, Channel Coordinator

Necmi AYDIN, Radio Metropol

NUR CEREN GÜNER, Program Production Assistant

Nurullah ÖZTÜRK, RTÜK, Department of Monitoring and Evaluation, Head

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Olca AKAY, Radio Mydonose

ORHAN DURNA, Television Technical Director

Osman GÖKMEN, TRT- 5 (ANADOLU), Channel Coordinator

Oya TÜRKÜCÜ, TV8 HR

Academician Tülay GÜNAL, İstanbul Arel University, Radio and Television Programming, Program Head

Ömer ELÇİ, RADIO 03

Ömer ERİŞMEN, Radio Viva, Executive Editor

ÖZGÜL APAÇE, SKYTÜRK, Program Director

ÖZLEM Birecik TURKANT, Director of Editing

Özlem GÖKSAN, JOY FM, Radio Director

Pelin Diştaş YAŞAROĞLU, Channel D, Executive Editor

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Prof. Dr. Hülya YENGİN, İstanbul Aydın University, School of Communication, Dean

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Prof. Dr. Halil NALÇAOĞLU, İstanbul Bilgi University, School of Communication, Dean

Prof. Dr. Mahmut MUTMAN, İstanbul Şehir Üniversitesi Sinema ve Televizyon Bölümü Başkanı

Prof. Dr. Oğuz MAKAL, Beykent University, School of Communication, Dean

Prof. Dr. Suat ANAR, Yeditepe University, School of Communication, Dean

Associations of Professional Consultants

Supreme Board of Radio and Television (RTÜK)

Recep BULUT, KAY RADIO

Association of Advertisers

Association of Advertisement Employers

Association of Advertisers

Resul RAUF, Delta FM, President of BoD

RevnaK TARHAN, Power Group, General Director

Sabit ÇAKAR, Samanyolu TV

Sabri DEMİRDOĞEN, İstanbul FM Turkey, President of BoD

Seçil Çeker, CNNTÜRK HR

Sedat DALDA, TRT-6, Deputy Channel Coordinator

Sefer TURAN, TRT Arabic, Deputy Channel Coordinator

Selahattin YAY, KÖRFEZ FM

Selçuk DEMİR, RADIO K (Voice of Black Sea)

Selim BEKTAŞ, 91.8 Voice of Istanbul, Executive Editor

Selim PEKSARI, Production, Deputy Channel Coordinator

Selim SARAÇ, Radio 1, Vice General Director

Semih ÖZAYTEKİN, Akıllı TV, General Director / Executive Editor

Sena YİĞİTER, Program Assistant Director

SENEM ÖZBİR, Program Producer

Serdar BALCI, TRT, Director of Training Department

Serdar SARI, CHANNEL D

Sevain TUNALI, Akıllı TV, President

SEZAI KARATAŞ, Production, Deputy Channel Coordinator

Sezgin ONAT, RADIO D, Doğan Radio Group Director

Sibel KOCA, Channel Türk HR

SİNAN YAKA, Program Producer

Professional Union of Cinema Producers

Professional Union of Cinema and Television Work Owners

Songül Özbakır ORMAN, Özgür Radio, Executive Editor

Songül ÖZBAKIR ORMAN, Özgür Radio

Suat ÇETİNER, TRT, Deputy Channel Coordinator (Training)

Sultan ÖNEN, Program Producer

Süleyman DEMİRKAN, RTÜK Member

Şaban KARDEŞ, Radio News

Şafak KARAMAN, Radio Tatlıses & Slow Time Radio, Executive Editor

Şahin ÖZER, Radio Şahin, President of BoD

Şebnem DEMİRTAŞ, Channel 24, Program Coordinator

Şenay ŞENOL, Flash TV, Executive Editor

ŞERİFENUR BAKIRCI, Program Producer

Ministry of Family & Social Policies, Dir.Gen. of Disabled & Elderly Services

Ministry of Science Industry and Technology, Department of Personnel

Ministry of Labor & Social Security, Center For Labor & Social Security Training and Research,  
ÇASGEM

Ministry of Labor & Social Security, General Directorate of Occupational Health and Safety

Ministry of Customs and Trade, Personnel Department

Ministry of Education, Presidency of Education and Morality Board

Ministry of National Education, General Directorate of Technical Education for Boys

Ministry of National Education, General Directorate of Apprenticeship and Non-Formal Education

Ministry of National Education, General Directorate of Innovations and Education Technologies

Taha YÜCEL, Acting President, RTÜK

Taner AKSOY, RADIO 52

Taşkın ŞENOL, TRT TÜRK News Editor

Professional Association of Television and Motion Picture Producers

Association of Television Broadcasters

Tevhid KARAKAYA, Channel 24, General Director

Tolga ALİŞOĞLU, SKYTÜRK, General Director

Tuğba ZEYBEK, DOĞAN TV HR (Star, Channel D)

Turan CANİK, Media FM, President

Turgut İNAL, BRT

Turkish Accreditation Institute

Turkish Confederation of Revolutionary Trade Unions

Confederation of Turkish Tradesmen and Craftsmen - TESK

Association of News Photographers of Turkey

Turkish Statistics Institution

Turkish Labor Institution, Department of Labor Orientation

Turkish Confederation of Trade Unions

Turkish Confederation of Employer Associations

Turkish Quality Association

Turkish Union of Chambers and Exchange Commodities -TOBB

Turkish Radio Television Corporation

Uğur CEBECİ, Doğan News Agency, General Director

Ulaş CAN, Radio North, General Director

Ümit SEZGİN, TRT TÜRK, Executive Editor

Volkan ÖZTÜRK, Vice President, RTÜK

Yağız SÖNMEZER, TRT Music, Channel Director

Yahya BAKIR, EYLÜL RADIO

Yalçın BÜYÜKDAĞLI, Ulusal Channel, President

Yasemin ERTEM, Doğuş Publishing Group HR (NTV, CNBC-E, KRAL TV)

Yavuz ERDEM, Radio Mega, BoD Member

Yavuz KESKİN, Dolunay FM, Executive Director

Yavuz ÖZÇELİK, SKYTÜRK, Executive Editor

Yavuz YILMAZ, FLASH TV HR

Yeditepe University, School of Communication

Yeditepe University, Department of Radio Television Motion Picture

Yılmaz KESMECİ, Head of RTUK Information Technologies Department

Association of Management Consultants

Asc.Prof. Kaya ÖZKARACALAR, Bahçeşehir University, Department of Motion Picture and

Television, Head

Asc. Prof. Korkmaz ULUÇAY, Beykent University, Head of Radio & TV Programming Department

Yrd. Doç. Dr. Nur Polat DEDE, İstanbul Aydın University Department of Aural Visual Techniques and Media Production, Head

Asc. Prof. Uğur Başer, İstanbul Bilgi University, Manager of Radio & TV Programming Department

Asc. Prof. Fahrettin Altun, İstanbul City University, School of Communication, Dean

Asc. Prof. Müge DEMİR, Beykent University, Head of Radio & TV Journalism Department

Asc. Prof. Nazan Haydari PAKKAN, Maltepe University, Head of Radio TV & Movie Department

Yusuf ÖCEL, Radio Çukurova

Yusuf Üzümcü, Özel FM, BoD Member

Board of Higher Education (YOK)

Yüksel ELÇİ, Armoni FM

Yüksel ESER, Radio 2000

Yüksel Mansur KILINÇ, Yön Radio, President

Zafer BEYAZ, Dost FM (Bursa)

Zafer BÜYÜ, RADIO MEGA

Zakir MEMİŞOĞLU, TRT-1, Deputy Channel Coordinator

Zekeriya KARAMAN, CHANNEL 7, General Manager

Zeliha AYDIN, Program Assistant Producer

## 8. Sector Committee Members and Experts

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Erol ERGİNAY	Ministry of Science Industry and Technology
Prof. Dr. Mehmet OKTAV	Member (Board of Higher Education)
Doğan SATMIŞ	Turkish Union of Chambers and Exchange Commodities -TOBB
Nilgün AYDOĞAN	Member (Turkish Radio Television Corporation)
Ahmet OKUMUŞ	Member (Confederation of Turkish Tradesmen and Craftsmen - TESK)
Doç. Dr. Cengiz ANIK	Member, HAK Trade Unions Confederation
Ercan Sadık İPEKÇİ	Member ( Turkish Confederation of Employer Associations)
Aylin RAMANLI	Member (Occupational Qualification Authority)

Süleyman ARIKBOĞA sector Representative (Vocational Qualification Authority)  
Firuzan SİLAHŞÖR Department Head (Vocational Qualification Authority)  
Sinan GERGİN, Sector Committee Representative (Ministry of Family and Social Policies)

**9. VQA Executive Board**

Bayram AKBAŞ, President (Repr. Of Ministry of Labor and social Security)  
Prof. Dr. Oğuz BORAT, Vice President (Ministry of Education)  
Doç. Dr. Ömer AÇIKGÖZ Member (Board of Higher Education)  
Prof. Dr. Yücel ALTUNBAŞAK Member (Professional Associations)  
Dr. Osman YILDIZ Member (Trade Unions Confederations)  
Celal KOLOĞLU Member (Employer Unions Confederations)