12 × ? = 36

80

?

70 ÷ x = 10

20

x

On the Job

Podcast Producer

Multiplication



Georgia Beth

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Seen, Not Heard

Ping! Neeka smiles at the sound of her post going live. She knows her readers will love getting an exclusive look at her new food capsule idea. Neeka hopes this post is as popular as "Why Space Travel in Movies Is Unrealistic."

But the next day when Neeka checks her **analytics**, she sighs. Her blog only has 9,973 visitors. Neeka reminds herself that's almost 10,000 if she rounds. But Piper's blog gets about 100,000 hits every day. Even if the actual number is 89,763, it's still a lot—10 times more, in fact! Neeka decides she needs to up her game.



Neeka thinks of ways to get more visitors to her blog.

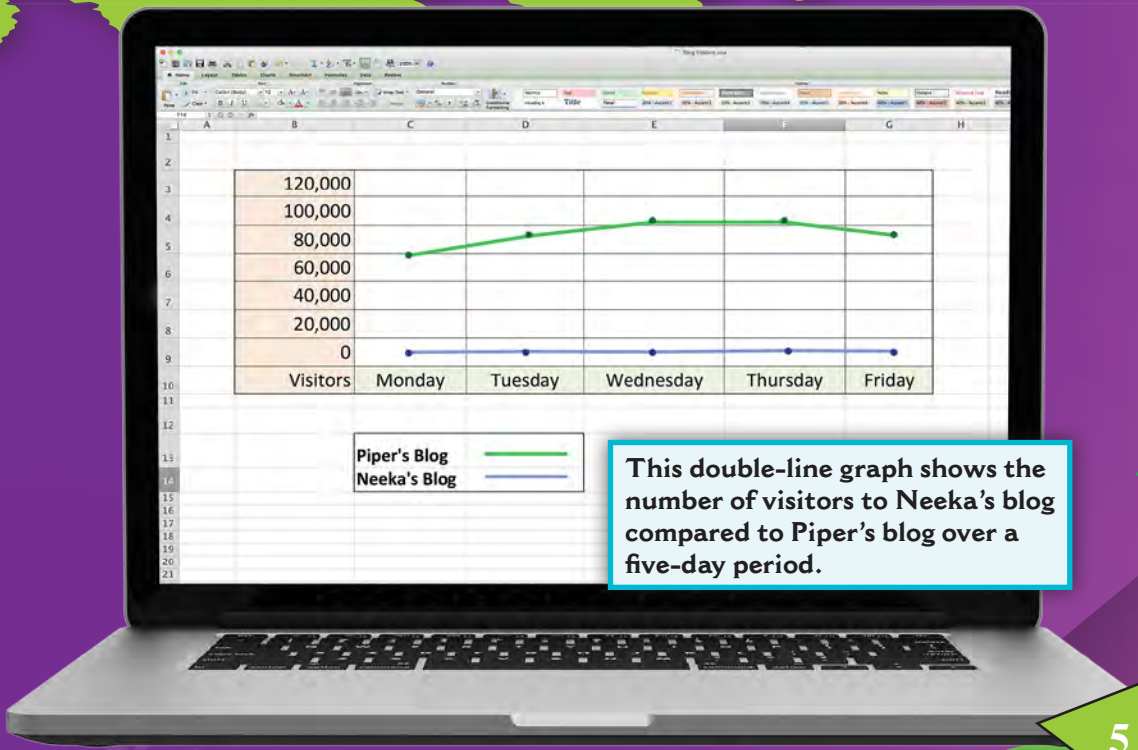
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Neeka starts scribbling in her notebook. She has so many ideas; it's hard to make a plan. She scrolls through old texts from Piper.

Neeka leans back from her laptop. It's clear that Piper loves podcasts. In fact, all of their friends love podcasts, especially Jiro. He said podcasts are the new thing. Neeka grins. She decides it's time to start a podcast about sci-fi!

Neeka grabs her phone to text Piper.



This double-line graph shows the number of visitors to Neeka's blog compared to Piper's blog over a five-day period.

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Tech Talk

Neeka decides the first thing she needs to do is listen to a podcast about how to start a podcast! With a giggle, Neeka grabs her **bullet journal**. She starts making a list of questions and **resources**. She writes anything and everything she can think of about podcasts. She fills several pages with notes.

When the list starts becoming too long, Neeka takes a break from writing. She decides to do some more research. As she searches through a list of microphone options, she can't help but laugh at the silly names. She eyes a microphone called *Super Xtreme Mic*, and wonders why they can't use normal names.

Neeka knows she needs several items to begin. First, she'll need a professional microphone and headphones. She'll also need recording software. She worries that this could get pricey. Neeka considers buying some of her pieces used. But, she can't help daydreaming about talking into a giant microphone. After all, she has to splurge somewhere, right?

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Neeka meets Piper for lunch to discuss business ideas.

The next day, Neeka meets Piper for their usual business lunch—sitting outside, eating something delicious, and figuring out how to rule the world. That's really all Neeka needs for it to be a good day.

"So you're really going to do this?" Piper asks.

"I'm not *just* going to do this. I'm going to do it the right way. I want to be a podcasting ninja," Neeka replies.

"How are you going to record everything?"

"I just got a new microphone, and I'm going to sync up with my guests through video messaging. Easy."

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LET'S EXPLORE MATH

Neeka's podcast is 14 megabytes of data. How many megabytes will Neeka produce if she develops 52 shows per year? Complete the area model and equations to solve the problem.

	50	+	2
10	$10 \times 50 =$ _____		$10 \times 2 =$ _____
+			
4	$4 \times 50 =$ _____		$4 \times 2 =$ _____



Neeka's Virtual Assistant (VA)

"What about editing and uploading?"

"My **Virtual Assistant (VA)** is going to handle that. She already takes care of my social media posts. This is just going to be another thing on her weekly to-do list. She's even going to **index** the episodes, so they'll be easy to find online."

"You're totally going to be the next big thing!"

"It's going to be Neeka Public Radio," she says with a wink.