

Radio Broadcasting 1-2

Course Syllabus 2015-2016

COURSE DESCRIPTION

Radio Broadcasting Technology 2 is designed to give students the environment of a professional radio station in a classroom format. They will learn about most of the various jobs involved with the day to day operation of a professional radio stations while working on 91.1 WEDM. Along with those tasks, students will continue to work on their communication skills, learning about the interviewing process and being able to b professionally proficient in Adobe Audition, the audio editing software used by most radio stations in the country.

COURSE OBJECTIVES

The student will continue to learn about audio production and radio broadcasting. This will be done through many hands-on projects that are used to inform, educate and/or entertain the audience. This class will work to create audio elements/pieces to be broadcast on 91.1 WEDM. Through these projects, the student will continue to develop their own personal skills. The student will be expected to think independently while working side by side with others. Less time will be given to lecture and book work and more time spent actually “doing” audio production and radio broadcasting. The students are expected to be independent leaders and from time to time to seek out answers to problems as they arise. Help may come from other students and the instructors.

Students will be assigned to groups each term to complete the projects. There are very few projects where the student will work alone.

REQUIRED TEXT & MATERIALS

Folder and notebook for note taking

Pen or pencil

*Some of the projects will require students to have a jump drive to bring in images (pictures) for web sites.

EVALUATION CRITERIA

Grades are calculated using Total Points composed of:

Daily work, projects, assessments, participation

Final exams are 20% of the semester grade.

MSD Warren Township Grade Scale

100-92.5=A
92.4-89.5=A-
89.4-86.5=B+
86.4-82.5=B
82.4-79.5=B-
79.4-76.5=C+
76.4-72.5=C
72.4-69.5=C-
69.4-66.5=D+
66.4-62.5=D
62.4-59.5=D-
Below 59.5=F

COURSE OUTLINE

<p>Introduction, On Air & Production Studio Orientation</p> <p><i>RTVI- 1.1-6, 3.1, 3.6, 4.1</i></p>	<ol style="list-style-type: none"> 1. Introduction to the Advanced Radio course, expectations and opportunities. (2 days) 2. Students will be given an extensive tour of the On-Air studio. (4 days) 3. Students will be given an extensive tour of the Production studio. (4 days)
<p>On-Air & Automation System Run through.</p> <p><i>RTVI- 1.5-6, 3.1, 4.5, 5.1-3</i> <i>RTVII- 2.3, 9.1, 9.2</i></p>	<ol style="list-style-type: none"> 1. Students will be instructed on the proper procedures of the on-air talent as well as gathering and presenting the news. (4 days) 2. The instructor will show students the proper techniques of the automation system and how to correctly operate it. (4 days) 3. Students will then be required to operate WEDM as an on-air talent with all the responsibilities assigned to that post and follow the schedule as produced by the staff tasked with scheduling. Students will hold this position according to the peer rotation in their specific on-air time. (30 weeks)
<p>Voicetracking</p> <p><i>RTVI- 1.5-6, 3.1, 3.8, 5.1</i> <i>RTVII- 2.3, 9.1, 9.2</i></p>	<ol style="list-style-type: none"> 1. Students will be given an overview of the particular portion of the automation system that deals with voicetracking. (4 days) 2. Students will then be required to voicetrack according to the peer rotation in their specific on-air time. (30 weeks)
<p>Production</p> <p><i>RTVI- 3.1, 4.1-2, 4.5</i> <i>RTVII-2.2-4, 5.2-3, 9.1, 9.2</i></p>	<ol style="list-style-type: none"> 1. The instructor will go over the various types of audio elements that make up a daily radio schedule. (4 days) 2. Students will then be required to produce certain audio elements that staff tasks them to produce. (10 weeks)
<p>Music</p> <p><i>RTVI- 3.1, 3.6, 5.2</i> <i>RTVII-9.1, 9.2</i></p>	<ol style="list-style-type: none"> 1. Students will go through the different targeting strategies that radio stations use with regards to music selection. (4 days) 2. Students will then learn the music scheduling system and how to proper operate that system along with the portion of the automation that deals with this schedule. (12 days) 3. Students will then be required to operate music scheduling system and asked to become proficient in the merging of that results of that scheduling with the automation system. (10 weeks)
<p>Producer/game board operator</p> <p><i>RTVI- 3.1, 4.5</i> <i>RTVII-9.1, 9.2</i></p>	<ol style="list-style-type: none"> 1. Students will be given a tutorial on the procedures of the producer/game board operator. (2 days) 2. Students will then be required to produce broadcasts throughout the school year according to their availability. (30 weeks)
<p>Sports Broadcasting</p> <p><i>RTVI- 2.1-2, 3.1, 4.5, 9.8</i> <i>RTVII-5.2, 9.1, 9.2</i></p>	<ol style="list-style-type: none"> 1. Those students who choose to be a part of the sports broadcasting team must try out for the team. These students will then be instructed on the various tasks each member of a sports broadcasting team has during an event. (4 days) 2. Students who are selected are then given broadcasts to prepare for and perform during the school year according to their availability. (20 weeks)
<p>Broadcast News Writing</p> <p><i>RTVI- 2.1-2</i> <i>RTVII- 5.3</i></p>	<ol style="list-style-type: none"> 1. Students will be given a refresher on the finer points of converting print news into broadcast news. (8 days) 2. Students will then be tasked with gathering the news and delivering it properly on-air when rotated to this position in their specific on-air time. (30 weeks)

Interviews

RTVI- 4.1, 4.5, 9.5, 9.8

RTVII- 5.2

1. There are two weekly shows that will incorporate interviews from people outside of the Radio Broadcasting class. Students will first be instructed on the finer points of the interview process. (4 days)
2. Students will then be required to produce segments for said weekly shows that may include interviews. (10 weeks)