

Radio Broadcasting 3-4

Course Syllabus 2015-2016

COURSE DESCRIPTION

Radio Broadcasting Technology 3 is designed to give students more exposure to the everyday happenings of a professional radio station. This class allows students to accept leadership roles and better understand the ability to work and delegate with regards to producing radio programming. These roles will help them better understand the challenges facing them after graduation.

COURSE OBJECTIVES

The student will continue to learn about audio production and radio broadcasting, but also apply the knowledge they have learned and start to function as professionals. This will be done through many hands-on projects and tasks 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 save audio elements.

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</p> <p><i>RTVI- 1.1-6, 3.1, 3.6, 3.8</i> <i>RTVII- 9.1, 9.2</i></p>	<ol style="list-style-type: none">1. Brief review of Adobe Audition and On-Air principles. (3 days)2. Demonstrating proficiency in automation system. (1 days)
<p>Staff Positions</p> <p><i>RTVI- 5.1, 5.3, 9.5-6</i> <i>RTVII- 5.1-3, 9.1-2</i></p>	<ol style="list-style-type: none">1. Students will apply for positions that make up the staff of WEDM. (4 days)2. Staff positions will be determined by the instructor and announced. (1 day)3. Students who are selected for positions will be tasked with the responsibilities of that position. They will be asked to be proficient in the requirements of the position as well as being asked to delegate to the staff allotted to them.(30 weeks)
<p>Promotions</p> <p><i>RTVI- 6.1, 9.6</i> <i>RTVII- 9.1-2</i></p>	<ol style="list-style-type: none">1. Students will be given the basic layout of what promotional departments try to accomplish for their respective radio stations. (4 days)2. Students will then be asked to come up with promotional ideas and execute these ideas for certain broadcasts during the school year. (4 weeks)
<p>Sound effects</p> <p><i>RTVI- 3.1, 4.1,</i> <i>RTVII- 2.2-3, 5.2</i></p>	<ol style="list-style-type: none">1. Students will be charged with creating their own sound effects. They will be given a list of items they have to record and then edit and turn in their results. (4 weeks)
<p>News Reporting</p> <p><i>RTVI- 2.2-3, 3.1, 4.1, 5.3</i> <i>RTVII- 5.2-3</i></p>	<ol style="list-style-type: none">1. Students will be charged with assignments designed for news gathering and presenting the news. They will gather the information surrounding the news event, cover it and then report it on the air. (10 weeks)
<p>Social Media</p> <p><i>RTVI- 5.2-3</i> <i>RTVII- 7.1, 9.1-2</i></p>	<ol style="list-style-type: none">1. Students will be tasked with creating topics of conversation and recording results to influence programming and promotions. (10 weeks)
<p>Air Check</p> <p><i>RTVI-5.1, 9.3</i> <i>RTVII- 8.1-2,</i></p>	<ol style="list-style-type: none">1. Students will be required to produce an air check not only to turn in to the instructor but to use as a professional tool in gaining employment at a radio station. (8 days)2. Students will also construct a professional resume that details their skillsets to help acquire a job. (2 days)
<p>Shadowing</p> <p><i>RTVI- 9.5-7</i> <i>RTVII- 9.1, 9.2</i></p>	<ol style="list-style-type: none">1. Students will be required to shadow radio broadcast professionals and report on their observations. (5 days)

