

RTV 007: INTRODUCTION TO RADIO PRODUCTION

Originator

lajackson

Justification / Rationale

Course two year review. Update SLOs and add to methods of evaluation and instruction.

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

RTV - Radio-Television

Course Number

007

Full Course Title

Introduction to Radio Production

Short Title

INTRO/RADIO PRODUCT.

Discipline**Disciplines List**

Media Production (Broadcasting Technology)

Modality

Face-to-Face

Catalog Description

Students will gain a basic understanding of audio equipment used for radio production and live broadcasting. The course provides an introduction of the principles and techniques of music programming, commercials, news, interviews, sports and talk programs. Students will understand the basics of operating a daily radio station. They will learn how to create content and produce pre-recorded shows on the campus radio station KCOD.

Schedule Description

Have you ever wanted to be a radio DJ, a news or sportscaster, have your own talk show, or produce radio commercials? This course will prepare you to work in the radio broadcasting industry and be part of campus radio station, KCOD.

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials**Resource Type**

Book

Author

John Allen Hendricks Bruce Mims

Title

Keith's Radio Station

Edition

Ninth

City

Burlington, MA

Publisher

Focal Press

Year

2015

College Level

Yes

Flesch-Kincaid Level

11.3

ISBN #

9780240821160

Class Size Maximum

25

Course Content

1. The Characteristics of Radio. Understanding the Medium
2. Understanding the Radio Studio and Equipment
3. Broadcasting Ethics / FCC Rules and Regulations
4. Writing for the Ear. Radio Copy.
5. News Policies and Practices
6. Interviewing for Radio
7. Presentation and Performance
8. Radio Promotions - Phone-ins and Listener Participation
9. Radio Commercials/Advertising
10. Radio Programming
11. Internet & Satellite Radio
12. Radio & Social Media
13. Media sales and management

Lab Content

1. Students will get hands-on experience during lab time doing the following: Operating studio equipment, writing radio copy, preparing news, commercials, radio programming, advertising, sponsorships and promotions at a beginner's level.
2. Students will be introduced and involved in the daily operations of campus radio station, KCOD.

Course Objectives

Objectives	
Objective 1	Compose in clear, concise English in the production of radio copy.
Objective 2	Demonstrate the operation of basic radio equipment for live and pre-recorded broadcasts.
Objective 3	Describe radio programming practices including laws, ethics, and the production needs of a radio station.
Objective 4	Produce and perform music, news, interviews, commercials and talk radio programs effectively to a diverse audience.
Objective 5	Discuss the basic professional skills needed in radio production.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Explain the creative and production processes involved in the development of a variety of radio content.
Outcome 2	Explain how to use radio/audio equipment and software commonly used in professional on-air and production studios.
Outcome 3	Evaluate the importance of laws, regulations, and ethics in creating radio/audio content.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Laboratory	Students will work on mastering their writing and production skills when creating content for KCOD including sweepers, PSAs, and legal ids.
Observation	Students will listen and analyze the performance and production quality of several radio and digital audio stations.
Participation	May assign in-class assignments for participation points.
Lecture	Required to give context to readings. Lectures include powerpoint, videos, audio clips, links to radio stations and FCC sites explaining laws, regulations, and ethics in media.
Discussion	Class discussions so students can articulate their thoughts and demonstrate an understating of topics discussed.
Other (Specify)	At least two guest speakers from professional radio stations and at least one field trip to a local radio station.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Critiques	Students will be critiqued on their preparation, writing, practice, performance, and production skills. (50% of critiquing will occur out of class analyzing radio stations and 50% will happen in class.	In and Out of Class
Student participation/contribution	Students are required to attend every class lecture and be involved in discussions, and laboratory session. 100% of student contribution and participation will happen in class and the lab.	In Class Only
Written homework	Should be given every class to ensure students understand the required reading and lectures (50% of written homework will occur in class and 50% of homework will be don out o class.	Out of Class Only
Portfolios	A final demonstration displaying students preparation, writing and production skills. 80% of the preparation of portfolio will be done outside class and the 10% presentation will occur in class.	In and Out of Class

Laboratory projects	Laboratory projects during lab hours will include, researching, writing, editing, and producing content to air on KCOD radio. 50% of preparing will occur out of class and 50% of productions using equipment will occur in class.	In and Out of Class
Field/physical activity observations	Students will complete a written summary about field trips and the topics presented by guest speakers.	Out of Class Only
Tests/Quizzes/Examinations	Quizzes and or a final exam will be given to ensure students understand material covered in class.	In Class Only

Assignments

Other In-class Assignments

Present to the class an in-depth analysis of the duties and responsibilities of the various positions one can hold at a professional radio station. Work collaboratively demonstrating an understanding of quality content, deadlines, responsibilities and team work.

Other Out-of-class Assignments

Keep a journal of duties performed at KCOD Radio. Keep track of lab hours.

Grade Methods

Letter Grade Only

Comparable Transfer Course Information

University System

CSU

Campus

CSU San Bernardino

Course Number

COMM 387

Course Title

Radio Production

University System

CSU

Campus

CSU Northridge

Course Number

CTUA 230

Course Title

Fundamentals of Audio Production

University System

CSU

Campus

CSU Fullerton

Course Number

RTV 210

Course Title

Intro. to Audio Production

MIS Course Data

CIP Code

09.0701 - Radio and Television.

TOP Code

060400 - Radio and Television

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

Allow Audit

Yes

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)

Radio Advisory Notes 12:19.docx

Approvals

Curriculum Committee Approval Date

2/20/2020

Academic Senate Approval Date

2/27/2020

Board of Trustees Approval Date

3/20/2020

Course Control Number

CCC000559866

Programs referencing this course

Film, Television, and Electronic Media AS-T (<http://catalog.collegeofthedesert.eduundefined?key=10/>)

Basic Radio Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=197/>)

Mass Communication A.A. Degree (<http://catalog.collegeofthedesert.eduundefined?key=273/>)