

# RTV 007B: ADVANCED RADIO PRODUCTION

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**Originator**

ljackson

**Justification / Rationale**

Update textbook. Update wording to take KCOD out. KCOD is no longer the name. It is now just a college radio station. Waiting on the administration to approve a name. No longer FCC only internet.

**Effective Term**

Fall 2022

**Credit Status**

Credit - Degree Applicable

**Subject**

RTV - Radio-Television

**Course Number**

007B

**Full Course Title**

Advanced Radio Production

**Short Title**

ADV/RADIO PRODUCT.

**Discipline****Disciplines List**

Media Production (Broadcasting Technology)

**Modality**

Face-to-Face

100% Online

Hybrid

**Catalog Description**

Students in this course will become part of the station management team and learn leadership across the various departments in radio. They will learn about the positions of the station manager, music programmer, news director, promotions director, social media director, sports director and learn to pass on the skills and understand how to run a professional radio station. Students will also follow and enforce FCC rules and regulations while producing content for the campus radio station.

**Schedule Description**

Advanced student radio production practicum. Students will assume leadership responsibilities at the campus radio station.

Prerequisite: RTV 007A

**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

**Prerequisite Course(s)**

RTV 007A

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

Book

**Author**

Keith, Michael, C.

**Title**

The Radio Station

**Edition**

6th

**City**

New York

**Publisher**

Focal Press

**Year**

2015

**College Level**

Yes

**ISBN #**

9780240805306

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**Resource Type**

Book

**Author**

Carl Hausman and Frank Messere

**Title**

Modern Radio Audio Production: Programming and Performance

**Edition**

10th

**City**

Boston

**Publisher**

Cengage Learning

**Year**

2016

**College Level**

Yes

**Flesch-Kincaid Level**

14

**ISBN #**

9781305077492

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**For Text greater than five years old, list rationale:**

Modern Radio & Audio is a classic text that contains fundamental timeless concepts of radio programming, performance, and management. Other updated supplemental materials will be given by the instructor.

**Class Size Maximum**

20

**Entrance Skills**

Demonstrate the ability to create and produce radio content.

**Requisite Course Objectives**

RTV 007A-Define and create relevant radio programming.

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**Entrance Skills**

Demonstrate an understanding of ethical standards and guidelines in radio content creation.

**Requisite Course Objectives**

RTV 007A-Assess ethical issues affecting media.

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**Entrance Skills**

Demonstrate knowledge of the Federal Communication Commission's (FCC) rules and regulations.

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**Course Content**

1. Audio Fundamentals: Sound and Microphones, The Console, Recording and Playback Technology and Editing
2. Radio Fundamentals: Recorded Program Production, Live, On-air Production, Computer-Driven Technology.
3. Achieving Effect, Drama and Dramatic Elements in Radio Production and Writing for the Ear
4. Specialized Production / Commercial, News and Remote and Sports Production
5. Advanced Production: Multichannel, Music and Special Effects
6. The Business of Radio: Legacy and New Media Models / Entrepreneurial Radio
7. Ethics and the Modern Communication Professional

**Lab Content**

Students will get hands-on experience during lab time doing the following: Assume responsibilities of station management roles such as station manager, programming director, promotions director, news and sports director, social media director and fundraising/sales manager. Students will oversee, manage and organize their areas and assist new students moving up in the course.

**Course Objectives**

Objectives	
Objective 1	1. Demonstrate the knowledge of the management positions required to properly staff and operate a daily radio station.2. Demonstrate an understanding of relevant programming content of radio production3. Demonstrate an understanding of sound quality and the importance of keeping up with industry standards.4. Establish and maintain programming deadlines 5. Produce content, manage and maintain various aspects of the college radio station. 6. Maintain FCC rules and regulations

### Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Manage a radio station and demonstrate the knowledge of various positions of a station including station manager, programming director, news director, social media director, production manager, sports director and promotions and sales etc.
Outcome 2	Understand the responsibilities required for running a daily professional radio station.
Outcome 3	Adhere to Federal Communications Commission (FCC) Rules and regulations and enforce these standards at the campus radios station.

### Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	Class discussions so students can articulate their thoughts and demonstrate an understating of topics discussed.
Demonstration, Repetition/Practice	Students will create content to on a regular basis for KCOD.
Collaborative/Team Participation	Students will work in groups on projects related to station management. 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.
Laboratory	Students will work on mastering their writing and production skills when creating content for KCOD including sweepers, PSAs, and legal ids.
Experiential	Students will experiment with creating new unique content to air on KCOD different than traditional content.

### 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 sessions. 100% of student contribution and participation will happen in class and the lab.	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 preparation will occur out of class and 50% of productions using equipment will occur in class.	In and Out of Class

### Assignments

#### Other In-class Assignments

Assignments will include their performance in in their roles across various departments at the campus radio station.

#### Other Out-of-class Assignments

Students will keep a time card and log all of their hours and activities completed outside of class.

#### Grade Methods

Letter Grade Only

### Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

**Online %**

66

**On-campus %**

33

**What will you be doing in the face-to-face sections of your course that necessitates a hybrid delivery vs a fully online delivery?**

Face-to-face classes will ensure a better learning environment including student project oversight, specific equipment and software audio training that is more beneficial for student hands-on learning, and will allow for more student interaction and group projects.

**Lab Courses****How will the lab component of your course be differentiated from the lecture component of the course?**

The lab component will focus on hands-on training and project completion.

**From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?**

The lab activities consist of lab projects, portfolios, product/project development, and other content students develop in studio/class to air weekly on KCOD.

**How will you assess the online delivery of lab activities?**

Students will turn in completed projects on Canvas. The instructors will evaluate them using Canvas. Students can also share their assignments in class through regular schedules Zoom meetings.

**Instructional Materials and Resources****If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

N/A

**If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.**

N/A

**Effective Student/Faculty Contact****Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?****Within Course Management System:**

Chat room/instant messaging  
Discussion forums with substantive instructor participation  
Online quizzes and examinations  
Private messages  
Regular virtual office hours  
Timely feedback and return of student work as specified in the syllabus  
Video or audio feedback  
Weekly announcements

**External to Course Management System:**

Direct e-mail  
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)  
Synchronous audio/video  
Teleconferencing  
Telephone contact/voicemail

**For hybrid courses:**

Field trips  
Orientation, study, and/or review sessions  
Scheduled Face-to-Face group or individual meetings  
Supplemental seminar or study sessions

**Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.**

The selected methods above for online and hybrid learning are the best options for ensuring regular effective contact. All checked boxes above give students the same information and opportunities to interact with faculty and students in face-to-face settings.

For online courses, chat room/instant messaging, discussions, online quizzes and exams, private messages, virtual office hours, timely feedback, video or audio feedback, and weekly announcements provide students the same information and interaction opportunities with both instructor and students as a face-to-face class.

For hybrid courses, field trips, orientation study & review sessions, scheduled face-to-face meetings, orientation, and/or review sessions and supplemental seminar and study sessions will help students complete in person and online components of the course and give students a chance to get help during scheduled times throughout the semester.

**If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.**

N/A

## Other Information

### Comparable Transfer Course Information

**University System**

CSU

**Campus**

CSU Chico

**Course Number**

CDES 216

**Course Title**

Into. to Digital Audio in Media

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**University System**

CSU

**Campus**

CSU Northridge

**Course Number**

CTVA 230

**Course Title**

Fundamentals of Audio Production

**Catalog Year**

2016

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**University System**

UC

**Campus**

San Francisco State University

**Course Number**

BECA 230

**Course Title**

Audio Production I

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## 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

**General Education Status**

Y = Not applicable

**Support Course Status**

N = Course is not a support course

**Allow Audit**

Yes

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Approvals****Curriculum Committee Approval Date**

04/21/2022

**Academic Senate Approval Date**

04/28/2022

**Board of Trustees Approval Date**

06/16/2022

**Course Control Number**

CCC000581974

**Programs referencing this course**

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

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