

RTV 007: INTRODUCTION TO RADIO PRODUCTION

Originator

ljackson

Justification / Rationale

Update textbook. And update the wording to take call letters KCOD out. The radio station is not an FCC radio station anymore, we are online only waiting for the administration to approve a new name. We will keep it generic. College radio station.

Effective Term

Fall 2022

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

100% Online

Hybrid

Catalog Description

Students will gain a basic understanding of broadcasting, radio production and producing. Students will learn about the phases of production while creating radio elements and projects including sweepers, campus news updates, PSAs and shows. They will learn about all of the departments and careers in radio and students will understand the basics of operating a radio station. Students will take on the role of independent creative producers by producing a show using the knowledge and skills learned over the course of the semester and their projects will air on the campus radio station.

Schedule Description

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

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

Resource Type

Book

Open Educational Resource

Yes

Author

John Allen Hendricks and Bruce Mims

Title

The Radio Station: Broadcasting, Podcasting and Streaming

Edition

10th

City

New York

Publisher

Routledge

Year

2018

College Level

Yes

Flesch-Kincaid Level

14

ISBN #

978-1-138-21880-2

For Text greater than five years old, list rationale:

Keith's Radio Station is a classic text that contains fundamental, timeless concepts of radio programming, performance, and management. The instructor will give other updated supplemental materials.

Class Size Maximum

25

Course Content

1. The State of the Industry / Understanding the Radio Studio and Equipment
2. Station Management / FCC Rules and Regulations
3. Music Programming and Consultancies / Branding, Formats and Programming
4. Sales
5. News, Talk and Sports / Interviewing for Radio / Broadcasting Ethics
6. Research
7. Promotion and Marketing
8. Production, Presentation and Performance
9. Engineering and Automated Software

Lab Content

1. Students will gain hands-on experience during lab time doing the following: writing copy, recording, announcing, editing and producing radio elements and shows, preparing news updates, operate studio equipment, brainstorm and create content, all at a beginner's level.
2. Students will be introduced and involved in the daily operations of the campus radio station.

Course Objectives

| Objectives | |
|-------------|---|
| Objective 1 | Compose radio copy in conversational, clear, and concise English. |
| 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 done out of class. | Out of Class Only |
| Portfolios | A final demonstration displaying students' preparation, writing and production skills. 80% of the preparation of the 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

Production of several projects for radio including sweepers, campus news updates, PSAs, interviews, and radio talk or music programs.

Other Out-of-class Assignments

Keep a journal of creative growth and project development over the course of the semester.

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 regularly scheduled 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
- 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, 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 San Bernardino

Course Number

COMM 387

Course Title

Radio Production

Catalog Year

2021

University System

CSU

Campus

CSU Northridge

Course Number

CTUA 230

Course Title

Fundamentals of Audio Production

Catalog Year

2021

University System

CSU

Campus

CSU Fullerton

Course Number

RTV 210

Course Title

Intro. to Audio Production

Catalog Year

2021

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

Files Uploaded

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

Radio Advisory Notes 12:19.docx

Approvals

Curriculum Committee Approval Date

04/21/2022

Academic Senate Approval Date

04/28/2022

Board of Trustees Approval Date

06/16/2022

Chancellor's Office Approval Date

07/14/2021

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>)