

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551-7650
(925) 424-1000
(925) 443-0742 (Fax)

Course Outline for MSCM 32C
ADVANCED RADIO PRODUCTION
Effective: Fall 2018

I. CATALOG DESCRIPTION:

MSCM 32C — ADVANCED RADIO PRODUCTION — 3.00 units

Advanced-level procedures and practices in a modern radio broadcast studio with an emphasis on public relations, social media, and the use of video in radio production. Additional study of various aspects of advanced-level radio production, including leading new radio students, editing and announcing, producing a live newsmagazine interview program, producing pre-recorded newscasts, managing station operations, preparing commercial radio programming, selling ads, establishing a brand identity, producing news, collaborating with other media, creating and maintaining audio streams, podcasts, and direct feed, creating video to enhance a multimedia news website, and producing ad spots and promotional posts. Provide leadership in creating at least one campus-wide event involving Radio Las Positas.

1.00 Units Lecture 2.00 Units Lab

Prerequisite

MSCM 32B - Intermediate Radio Production
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

- Mass Communications

	MIN
Lecture Hours:	18.00
Lab Hours:	108.00
Total Hours:	126.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering the course a student should be able to:

- A. MSCM32B

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Develop, apply, and lead others in writing, editing, critical thinking, technology, program design, and overall scheduling
- B. Explain and demonstrate advanced-level understanding of radio station operation procedures, including managing studio operations and performing as a leader as outlined in the radio guidelines or operations manual and taking part in program planning and in meeting all deadlines, and directing regular radio staffers to fulfill specific jobs
- C. Use multiple social media platforms to promote Radio Las Positas content and events
- D. Create, record, edit, and broadcast a live sports show, covering a game or event
- E. Create, produce, and broadcast at least one live promotional event for Radio Las Positas
- F. Create, promote, and execute a public relations campaign for Radio Las Positas
- G. Explain and demonstrate advanced-level understanding of video and audio streaming
- H. Operate all types of standard broadcast equipment with mastery
 - I. Organize and lead others to contributing to overall content development, including development of the program schedule with mastery
- J. Organize and lead others to create, record, edit, and prepare for broadcast announcements, a live newsmagazine interview program, and to produce pre-recorded newscasts suitable for use in a professional environment with mastery
- K. Apply radio policies at an advanced-level of proficiency, including establishing and continuing a brand identity, making business decisions, promoting advertising sales and underwriting, and maintaining technology, such as audio streams, podcasts, and direct feeds
- L. Cooperate with and lead others to make decisions
- M. Explain, demonstrate, and mentor specific skills pertaining to job description assumed, including station manager, production assistant, and technology staff
- N. Cooperate with and lead others to improve the radio station continuously to better meet the needs of the audience and the Las Positas College community; collaborate with other programs and other media

- O. Present a complete radio audition portfolio, containing news, sports, and public relations content, utilizing live and recorded sources, with smooth control of continuity and appropriate on-air production techniques

V. CONTENT:

- A. Developing content for radio
 - 1. writing
 - 2. editing
 - 3. critical thinking
 - 4. technology
 - 5. program design
 - 6. scheduling
- B. Radio studio operational procedures
- C. Social media platforms in radio
 - 1. Promoting radio show
 - 2. Promoting events
- D. Sports coverage
 - 1. Planning
 - 2. Recording and editing
 - 3. Broadcasting
 - 4. Social media
- E. Radio Las Positas Event
 - 1. Planning
 - 2. Public Relations
 - 3. Promotions, including social media
 - 4. Executing and broadcasting the event
- F. Radio Station Public Relations campaign
 - 1. Planning
 - 2. Promoting
- G. Video and audio streaming
- H. Hands-on work with audio and video devices
 - 1. Mixing boards
 - 2. CD players
 - 3. Recording devices
 - 4. Microphones
 - 5. Video cameras
 - 6. Computers and server
 - 7. Automation, editing, and mixing software
- I. Leadership in producing radio content
 - 1. Writing for radio
 - 2. News writing
 - 3. Sports writing
 - 4. Producing
 - 5. Directing
 - 6. Editing systems
 - 7. Radio coverage and the program schedule
- J. Production of content for Radio Las Positas
 - 1. Recording, editing, and preparing for broadcast an interview program
 - 2. Recording, editing, and preparing for broadcast a pre-recorded newscast
 - 3. Recording, editing, and broadcasting a live sports event
 - 4. Recording, editing, and broadcasting a live promotional event
 - 5. Mentoring new students in the production of content
- K. Radio as a business
 - 1. Promoting brand identity
 - 2. Selling Ads
 - 3. Underwriting
 - 4. Maintaining technology
- L. Leadership, collaborative decision-making, and the radio team
 - 1. Advertising and public relations
 - 2. Station manager
 - 3. Announcers and disk jockeys
 - 4. Writers and editors
 - 5. Technology team
- M. Production management and leadership
 - 1. Survey of students' interest and abilities
 - 2. Match interest and abilities to the job descriptions
 - 3. Role of leaders and mentors
- N. Working to improve the station through collaboration and specific roles
 - 1. Working with other media and programs
 - 2. Creating and maintaining a website
 - 3. Using social media
 - 4. Producing community events
- O. Producing and updating a radio audition tape and portfolio

VI. METHODS OF INSTRUCTION:

- A. **Audio-visual Activity** -
- B. **Field Trips** -
- C. **Discussion** -
- D. **Classroom Activity** -
- E. **Critique** -
- F. **Directed Study** -
- G. **Guest Lecturers** -
- H. **Individualized Instruction** -
- I. **Lab** -
- J. **Observation and Demonstration** -
- K. **Projects** -
- L. **Research** -
- M. **Student Presentations** -
- N. **Lecture** -
- O. **Demonstration** -

VII. TYPICAL ASSIGNMENTS:

- A. Live event: Plan, produce, edit, and broadcast a live sports event.
- B. Update your portfolio of work to include live events, social media, video, and public relations campaigns.
- C. Prepare a resume and cover letter, and identify five potential businesses to target for internships and employment.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Research Projects
4. Portfolios
5. Papers
6. Oral Presentation
7. Projects
8. Field Trips
9. Group Projects
10. Class Participation
11. Class Work
12. Home Work
13. Lab Activities
14. Class Performance
15. Final Public Performance
16. Other:
 - a. Mentoring of students in 32A and 32B.

B. **Frequency**

1. Every week:
 - a. Quizzes
 - b. Oral Presentations
 - c. Class Participation
 - d. Class Work
 - e. Home Work
 - f. Lab Activities
 - g. Class Performance
 - h. Mentoring of students in 32A and 32B
2. Every month:
 - a. Exams/Tests
 - b. Papers
 - c. Projects
 - d. Group Projects
3. Once per semester:
 - a. Research Projects
 - b. Portfolio
 - c. Field Trips
 - d. Final Public Performance

IX. TYPICAL TEXTS:

1. , Carl, Frank Messere, and Philip Beniot. *Modern Radio Production: Product, Production, Performance*. 10th ed., Wadsworth Publishing, 2015.
2. Geller, V. *Beyond Powerful Radio*. 2nd ed., Focal Press-Elesvier, 2011.
3. Abel, Jessica. *Out on the Wire: The Storytelling Secrets of the New Masters of Radio*. 1 ed., Broadway Books, 2015.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Students will have to have access to a radio and to the internet.