

Las Positas College
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Course Outline for MSCM 32

RADIO PRODUCTION

Effective: Fall 2010

I. CATALOG DESCRIPTION:

MSCM 32 — RADIO PRODUCTION — 3.00 units

History, law, ethics, theory, and practical use of radio technology. Operations procedures and practices in a modern radio broadcast studio. Extended study of various aspects of radio production, including editing and announcing, producing studio-recordings, producing a news or feature interview story, producing pre-recorded newscasts, supporting station operations, preparing content for radio programming, publishing content online, selling ads, establishing a brand identity, producing news, collaborating with other media, creating and maintaining audio streams, podcasts, and direct feed, creating content for a multimedia website, and producing ad spots and promotional posts.

3.00 Units Lecture

Grading Methods:

Letter Grade

Discipline:

	<u>MIN</u>
Lecture Hours:	54.00
Total Hours:	54.00

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

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

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

- A. explain and demonstrate knowledge of the history, law, ethics and theory of radio broadcasting;
- B. explain and demonstrate knowledge of audio and video streaming;
- C. explain and demonstrate knowledge of radio station operation procedures, and where appropriate, perform as leader as outlined in the radio guidelines or operations manual, take part in program planning and in meeting all deadlines, and direct regular radio staffers to fulfill specific jobs;
- D. demonstrate the ability to operate all types of standard broadcast equipment;
- E. take active part in coverage and overall content development, including development of the program schedule;
- F. create, record, edit, and prepare for broadcast announcements, a news or feature interview story, and produce pre-recorded newscasts and spots suitable for use in a professional environment;
- G. take active part in application of radio policies, establishing a brand identity, making business decisions, selling ads, and maintaining technology, including audio streams, podcasts, and direct feeds; practice collaborative decision making;
- H. explain and demonstrate specific skills pertaining to job description assumed, including station manager, production assistant, and technology staff;
- I. develop and apply skills in writing, editing, critical thinking, technology, program design, and overall scheduling;
- J. work to improve the radio station continuously to better meet the needs of the audience and the Las Positas College community and collaborate with other programs and with other media;
- K. present a complete radio audition portfolio online, utilizing a variety of recorded sources, with smooth control of continuity and appropriate on-air production techniques.

V. CONTENT:

- A. History, law, ethics and theory of radio broadcasting
 1. Origin of networks
 2. Early programming
 3. Regulating principles
 - a. Libel
 - b. Copyright
 - c. Obscenity, profanity, indecency
 - d. Ratings
- B. Video/audio streaming
 1. History
 2. Development
- C. Radio station operational procedures
- D. Hands-on work with audio devices
 1. Mixing boards
 2. CD players and tape decks

3. Computers and server
4. Portable audio recorder
5. Microphone
6. News writing
7. Producing
8. Directing
9. Editing systems
- E. Radio coverage and the program schedule
- F. Production of content
 1. Recording, editing, and preparing for broadcast promotional spots
 2. Recording, editing, and preparing for broadcast a news or feature interview story
- G. Collaborative decision-making and the radio team
 1. Ad sales team station manager
 2. Announcers and disk jockeys
 3. Writers and editors
 4. Technology team
- H. Production management and leadership
 1. Survey of student's interest and abilities
 2. Relating interest and abilities to the job descriptions
- I. Critical thinking about radio
 1. Writing for radio
 2. Editing for radio
 3. Using technology with radio
 4. Program design and radio
 5. Scheduling and radio
- J. Working to improve the station through collaboration
 1. Working with other media and programs
 2. Creating and maintaining a web site
 3. Producing community events
- K. Producing a radio audition portfolio online

VI. METHODS OF INSTRUCTION:

- A. Brainstorming/planning/discussing at staff meetings
- B. Democratic group decision-making in which students plan, delegate, and assign jobs, choose topics, govern issues regarding ethics, taste, and legal considerations, with adviser providing appropriate advice and counsel
- C. Group critique sessions and analysis of programming
- D. Assignments in writing, style, and standards
- E. **Field Trips** -
- F. Individual conferences about work produced
- G. Coached supervision in necessary activities such as station manager and advertising sales
- H. Critiques of programs for strengths and weaknesses
- I. **Guest Lecturers** -
- J. Lectures covering all phases of radio production

VII. TYPICAL ASSIGNMENTS:

A. Reading: 1. Read Chapter 11, "Writing News for Radio and Television" in *Telling the Story: Writing for Print, Broadcast and Online Media* and complete a reading check in which you analyze and discuss some methods to improve your own writing. B. Interview Story: 1. Prepare a five-minute true story told through at least one interview, integrating journalistic research and multiple layered sound sources. C. Group Performance within the following groups: 1. Sales 2. Production 3. Public Affairs 4. Programming 5. Station Manager 6. Technology 7. Marketing 8. Music D. In groups, complete one of the following: 1. Sell an ad 2. Bill the client 3. Work with production team to have the ad produced and aired E. Produce a five-minute newscast including local, national/international, sports, and weather. F. Produce a 30-second ad spot and two 15-second station Ids. G. Produce a 30-minute live newsmagazine. H. Produce a battle of the bands competition for student bands. I. Collaborate with local businesses and student organizations (for example, collaborate to come up with prizes for a battle of the bands). J. Produce a multimedia website to integrate RLP and Express news operations.

VIII. EVALUATION:

A. **Methods**

B. **Frequency**

1. Deadlines, critiques, meetings, and exercises are on-going
2. Semester-long preparation of portfolio of work

IX. TYPICAL TEXTS:

1. Brooks, Brian S., James L. Pinson, and Jean Gaddy Wilson *Working with Words: A Handbook for Media Writers and Editors*. 7th ed., Bedford, 2010.
2. Demetriades, Gregory *Streaming Media: Building and Implementing a Complete Streaming System*., Wiley Publishing, 2003.
3. Dominick, Joseph R., Fritz Messere, and Barry L. Sherman *Broadcasting, Cable, the Internet and Beyond: An Introduction to Modern Electronic Media*. 6th ed., McGraw-Hill, 2008.
4. The Missouri Group *Telling the Story: The Convergence of Print, Broadcast and Online Media*. 4th ed., Bedford, 2010.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer card, disk, and reporter's notebook