

Las Positas College
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Course Outline for MSCM 32B
INTERMEDIATE RADIO PRODUCTION
Effective: Fall 2008

I. CATALOG DESCRIPTION:

MSCM 32B — INTERMEDIATE RADIO PRODUCTION — 1.00 - 2.00 units

Intermediate-level procedures and practices in a modern radio broadcast studio. Extended study of various aspects of intermediate-level radio production, including 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 a multimedia news website, and producing ad spots and promotional posts. The number of laboratory units will be agreed upon and scheduled by instructor and student based on the student's job description and availability to participate.

1.00 - 2.00 Units Lab

Prerequisite

MSCM 32A - Introduction to Radio Production
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

	MIN	MAX
Lab Hours:	54.00	108.00
Total Hours:	54.00	108.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 4

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering the course a student should be able to:

A. MSCM32A

IV. MEASURABLE OBJECTIVES:

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

- A. explain and demonstrate intermediate-level understanding of video and audio streaming;
- B. explain and demonstrate intermediate-level understanding of radio station operation procedures, and where appropriate, perform as a 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;
- C. demonstrate the ability to operate all types of standard broadcast equipment with proficiency;
- D. take active part in overall content development, including development of the program schedule with proficiency;
- E. create, record, edit, and prepare for broadcast announcements, a live newsmagazine interview program, and produce pre-recorded newscasts suitable for use in a professional environment with proficiency;
- F. take active part in application of radio policies at an intermediate-level of proficiency, establishing and continuing a brand identity, making business decisions, advertising sales, and maintaining technology, including audio streams, podcasts, and direct feeds;
- G. practice collaborative decision making with proficiency;
- H. explain, and demonstrate and mentor specific skills pertaining to job description assumed, including station manager, production assistant, and technology staff;
- I. develop and apply intermediate-level 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 other media;
- K. present a complete radio audition portfolio, utilizing live and recorded sources, with smooth control of continuity and appropriate on-air production techniques.

V. CONTENT:

- A. Radio studio operational procedures
- B. Hands-on work with audio devices
 1. Mixing boards
 2. CD players and tape decks
 3. Automation, editing, and mixing software

4. Computers and server
5. Portable audio recorder
6. Microphone
7. News writing
8. Producing
9. Directing
10. Editing systems
- C. Radio coverage and the program schedule
- D. Production of content
 1. Recording, editing, and preparing for broadcast an interview program
 2. Recording, editing, and preparing for broadcast a pre-recorded newscast
- E. 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
- F. Production management and leadership
 1. Survey of students' interest and abilities
 2. Relating interest and abilities to the job descriptions
- G. 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
- H. Working to improve the station through collaboration and specific roles
 1. Working with other media and programs
 2. Creating and maintaining a web site
 3. Producing community events
- I. Producing a radio audition tape and portfolio

VI. METHODS OF INSTRUCTION:

- A. Brainstorming/planning/discussing at staff meetings
- B. Readings and quiz-driven discussions
- C. 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
- D. Group critique sessions and analysis of programming
- 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. Assignments in writing, style, and standards

VII. TYPICAL ASSIGNMENTS:

- A. Air Check: 1. Prepare a five-minute air check of live on air work, including five announcing and multi-channel mixing and execution of an up-and-under fade and a cross fade 2. Include pre-produced spots, including station or program IDs, newscasts, advertising B. Group Performance: 1. Groups include: a. Sales b. Production c. Public Affairs d. Programming e. Station Manager f. Technology g. Marketing h. Music i. Live Remote 2. In groups, complete one of the following: a. Sell an ad b. Bill the client c. Work with production team to have the ad produced and aired 3. Produce a five-minute newscast including local, national/international, sports, and weather 4. Produce a 30-second ad spot and two 15-second station IDs 5. Produce a 30-minute live newsmagazine 6. Produce a Radio Las Positas-sponsored battle of the bands competition for student bands 7. Collaborate with local businesses and student organizations (for example, prizes for a battle of the bands) 8. Produce a multimedia website to integrate Radio Las Positas and Express news operations 9. Produce a portfolio of work

VIII. EVALUATION:

- A. **Methods**
- B. **Frequency**
 1. Deadlines, critiques, meetings, and exercises are on-going
 2. Semester-long preparation of a portfolio of work

IX. TYPICAL TEXTS:

1. Demetriades, Gregory *Streaming Media: Building and Implementing a Complete Streaming System*., Wiley, 2003.
2. Hausman, Carl, Fritz Messere and Philip Beniot *Modern Radio Production: Product, Production, Performance*. 7th ed., Thomson Wadsworth, 2006.
3. Keith, Michael *The Radio Station: Broadcast, Satellite & Internet*. 7th ed., Elsevier, 2006.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

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