

Las Positas College
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Course Outline for MSCM 32B

INTERMEDIATE RADIO PRODUCTION

Effective: Fall 2013

I. CATALOG DESCRIPTION:

MSCM 32B — INTERMEDIATE RADIO PRODUCTION — 3.00 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.

1.00 Units Lecture 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
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. MSCM32A

IV. MEASURABLE OBJECTIVES:

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

1. explain and demonstrate intermediate-level understanding of video and audio streaming;
2. 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;
3. demonstrate the ability to operate all types of standard broadcast equipment with proficiency;
4. demonstrate ability to contribute to overall content development, including development of the program schedule with proficiency;
5. 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;
6. demonstrate ability to apply radio policies at an intermediate-level of proficiency, including establishing and continuing a brand identity, making business decisions, advertising sales, and maintaining technology, such as audio streams, podcasts, and direct feeds;
7. collaborate with others to make decisions with proficiency;
8. explain, and demonstrate and mentor specific skills pertaining to job description assumed, including station manager, production assistant, and technology staff;
9. develop and apply intermediate-level skills in writing, editing, critical thinking, technology, program design, and overall scheduling;
10. collaborate with others in the program 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;
11. 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
- C. Skills for producing radio content
 1. Writing for radio
 2. News writing
 3. Producing
 4. Directing
 5. Editing systems
- D. Radio coverage and the program schedule
- E. 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. Mentoring new students in the production of content
- F. 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
- G. 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
- H. 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
- I. Working to improve the station through collaboration and specific roles
 1. Working with other media and programs
 2. Creating and maintaining a website
 3. Producing community events
- J. Producing a radio audition tape and portfolio

VI. METHODS OF INSTRUCTION:

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

VII. TYPICAL ASSIGNMENTS:

- A. Air Check: 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. Your air check should include pre-produced spots, including station or program IDs, newscasts, and advertising.
- B. Group Performance within the following groups: In groups, complete one of the following with intermediate students helping to guide and mentor the group:
 1. Sales
 2. Production
 3. Public Relations
 4. Programming
 5. Station Manager
 6. Technology
 7. Marketing
 8. Music
 9. Live Remote
 1. Sell an ad, bill the client, and work with production team to have the ad produced and aired
 2. Produce a five-minute newscast including local, national/international, sports, and weather
 3. Produce a 30-second ad spot and two 15-second station IDs
 4. Produce a 30-minute live newsmagazine
 5. Produce a Radio Las Positas-sponsored battle of the bands competition for student bands
 6. Collaborate with local businesses and student organizations (for example, prizes for a battle of the bands)
 7. Produce a multimedia website to integrate Radio Las Positas and *Express* news operations
- C. Produce a portfolio of work, 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. Simulation
10. Group Projects
11. Class Participation
12. Class Work
13. Home Work
14. Lab Activities
15. Class Performance
16. Final Class Performance
17. Final Performance
18. Final Public Performance
19. Other:
Mentoring of students in 32A.

B. **Frequency**

1. Each class will include at least 3 of the methods listed above with weekly or bi-weekly due dates.
2. Some projects, such as the portfolio of work and mentoring, will be on-going throughout the semester.

IX. TYPICAL TEXTS:

1. Hausman, C, Messere, F. and Beniot, P. (2012). *Modern Radio Production: Product, Production, Performance* (9th ed.). Belmont, California: Thomson Wadsworth.
2. Geller, V. (2011). *Beyond Powerful Radio* (2nd ed.). Burlington, Massachusetts: Focal Press-Elesvier.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

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