

RTV 007A: INTERMEDIATE RADIO PRODUCTION

Originator

ljackson

Justification / Rationale

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

007A

Full Course Title

Intermediate Radio Production

Short Title

INTERM/RADIO PRODUCT

Discipline**Disciplines List**

Media Production (Broadcasting Technology)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

Students will be responsible for producing and performing content for the campus radio station including 30-minute talk programs or 60-minute music programs, recurring shows, elements for radio including sweepers, campus updates, and PSAs and specialty programs. This course provides more advanced audio techniques and opportunities to create and produce content for the campus radio station.

Schedule Description

Students learn advanced performance and radio production techniques to produce high quality shows and production elements for the campus radio station. Students will create and perform content for 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

Prerequisite Course(s)

RTV 007

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Geller, Valerie

Title

Beyond Powerful Radio

City

New York

Publisher

Focal Press

Year

2012

College Level

Yes

ISBN #

9780240522241

Class Size Maximum

20

Entrance Skills

Demonstrate the ability to create and produce radio content.

Requisite Course Objectives

RTV 007-Demonstrate an achievement of professional skills in radio production.

RTV 007-Write in clear, concise English in the production of radio copy.

RTV 007-Compose in clear, concise English in the production of radio copy.

Entrance Skills

Demonstrate an understanding of the equipment used in the radio production studio.

Requisite Course Objectives

RTV 007-Operate basic radio equipment for live and pre-recorded broadcasts.

RTV 007-Demonstrate the operation of basic radio equipment for live and pre-recorded broadcasts.

Entrance Skills

Demonstrate an understanding of how radio stations operate including the various jobs and skills needed.

Requisite Course Objectives

RTV 007-Discuss the basic professional skills needed in radio production.

Course Content

1. Advanced Principles of Radio Programming
2. Structuring Your Station and Creating Identity/Branding
3. Understanding the Competition and Ratings
4. The On-Air Staff and How to Communicate Effectively On-Air.
5. Music as a Programming Weapon
6. News As a Programming Weapon
7. Commericals, PSA's and Sweepers that Sell
8. Promoting your Station
9. Working with Station Management and Directors
10. Sales and Radio
11. FCC Rules and Regulations

Lab Content

Students will get hands-on experience during lab time doing the following: operating audio recording equipment, producing and performing for shows and radio programs, interviews, sweepers, PSAs and more content that will air on the campus radio station. Students will take on more advanced responsibilities and be expected to produce recurring content that will air on the campus radio station.

Course Objectives

	Objectives
Objective 1	Define and create relevant radio programming.
Objective 2	Create various types of ongoing radio content for KCOD.
Objective 3	Critique, edit and improve the work of others.
Objective 4	Train others to be able to assume their responsibilities.
Objective 5	Assess ethical issues affecting media.
Objective 6	Practice FCC (Federal Communication Commission) rules and regulations.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Develop more advanced audio production and on-air performance skills.
Outcome 2	Produce and edit quality commercials and public service announcements (PSAs), sweepers, music programs, talk programs and/or interview shows to air on KCOD.
Outcome 3	Build a demo of completed projects for student media that demonstrates a variety of techniques used in creating radio content that are more advanced than RTV007.
Outcome 4	Evaluate the radio station with regard to production and performance quality.
Outcome 5	Practice FCC (Federal Communication Commission) Rules and Regulations.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	Class discussions so students can articulate their thoughts and demonstrate an understanding of material learned. They can also interact and learn the perspectives of other students.
Demonstration, Repetition/Practice	Students will demonstrate their knowledge of creating radio content by regularly creating programming to air on KCOD.
Collaborative/Team	Students will work in teams and assume roles and groups at KCOD similar to those of a professional radio station.
Participation	May assign in-class assignments for participation points.

Observation	Students will listen to and analyze the performance and production quality of several terrestrial radio and digital audio stations.
Lecture	Required to give context to readings. Lectures include PowerPoints, videos, audio clips, link to radio stations and FCC sites explaining was, regulations, and ethics in media.
Laboratory	Students will work on mastering their creative writing and production skills creating content to air on KCOD.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Guided/unguided journals	Students will required to journal the activities and content of KCOD programming and other professional radio stations.	Out of Class Only
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
Mid-term and final evaluations	Midterm and final evaluations will be given to ensure students understand material covered in class.	In and Out of Class
Product/project development evaluation	Students will be evaluated on the quality of content created for KCOD.	In and Out of Class
Presentations/student demonstration observations	Students will be evaluated on their final presentations demonstrating their knowledge of radio programming.	In and Out of Class
Critiques	Students will be required to critique the programming and management of other radio stations	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
Portfolios	A final demonstration displaying students preparation, writing and production skills. 80% of the preparation of portfolio will be done outside class and the 10% presentation will occur in class.	In and Out of Class

Assignments

Other In-class Assignments

Create weekly content for KCOD. Can be in the form of a music/interview show, commercial, sweepers, newsbriefs, sports updates etc.

Create a demo tape of produced content for KCOD

Other Out-of-class Assignments

Keep a journal of radio listened to and reviewed and creative growth while working productions. Assist with productions for the campus radios station.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

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 regular schedules 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
Orientation, study, and/or review sessions
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 Fullerton

Course Number

CTVA 210

Course Title

Audio Production

Catalog Year

2016-2017

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

Allow Audit

Yes

Repeatability

No

Materials Fee

No

Additional Fees?

No

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

11/21/2018

Course Control Number

CCC000581975

Programs referencing this course

Basic Radio Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=197>)