

I. CATALOG DESCRIPTION:

A. Department Information:

Division: Humanities
Department: Radio/Television/Film
Course ID: RTVF 220
Course Title: Intermediate Radio Production and Operations
Units: 3
Lecture: 1 Hour
Laboratory: 6 Hours
Prerequisite: RTVF 120, RTVF 121

B. Catalog and Schedule Description: Individual and group production of short- and long-form radio projects such as: Promotional spots, features, magazines, music programming, and news. Project conception, development, management, and implementation, including remote broadcasting. Contact with radio professionals. Student projects air on student radio-station KJRP.

II. NUMBER OF TIMES COURSE MAY BE TAKEN: One

III. EXPECTED OUTCOMES FOR STUDENTS:

Upon successful completion of this course, students will be able to:

- A. Demonstrate advanced production skills and abilities on student equipment
- B. Demonstrate the aesthetics of advanced radio production
- C. Produce creative radio programming
- D. Critically evaluate commercial station programming and production
- E. Demonstrate proficiency in engineering and producing a remote broadcast
- F. Write and produce professional broadcast copy, including promotional spots, features, magazines, music programming, and news
- G. Demonstrate computer editing skills
- H. Produce commercials for broadcast
- I. Demonstrate understanding of local demographics

IV. COURSE CONTENT:

- A. Students demonstrate their mastery of the equipment and broadcast facilities by completing professional production work.
- B. There is discussion and application of:
 - 1. Trade publications
 - a) Billboards
 - b) Broadcasting
 - c) Variety
 - d) Radio and Record
 - 2. Formats
 - 3. Demographics
 - 4. Ratings
 - 5. Target audiences
 - 6. Production companies
- C. Production equipment:
 - 1. DAT machine
 - 2. Multi-track deck
 - 3. CD players
 - 4. Tape decks
 - 5. Audio board:
 - a) Dubbing
 - b) Phasing
 - c) Mixing

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- d) Patching
- e) Echo
- f) Flanger
- 6. Stereo production techniques
- D. New technology:
 - 1. Satellites
 - 2. Live music distribution
 - 3. AM stereo
 - 4. DAT
 - 5. Computers
- E. Syndication
 - 1. Drake-Chenault
 - 2. TM
 - 3. Bonneville
- F. Preproduction planning
 - 1. Writing copy
 - 2. Delivery preparation
 - 3. Assembling mixdown ingredients
 - 4. Sequencing and setup
- G. Production in format radio
 - 1. Specialization
 - 2. Rock spots
 - 3. Adult stations
 - 4. Sounds of different eras
 - 5. AM radio
 - 6. FM radio
- H. Non-music radio production
 - 1. News
 - 2. Talk
 - 3. Public affairs
 - 4. Interview
- I. Commercial production
 - 1. Elements of spot (copy/production)
 - 2. Effective production
- J. Constructing a lay-list
 - 1. Monitor industry publications
 - 2. Maintain detailed charts of sales and airplay
 - 3. Monitor local record/CD sales
- K. Mixing
 - 1. Layering
 - 2. Music
 - 3. Effects
 - 4. Back-timing
 - 5. Dead-potting

V. METHODS OF INSTRUCTION:

- A. Lecture
- B. Hands-on Training
- C. Special Projects
- D. Reading (text and current broadcast journals)
- E. Critical evaluation of projects
- F. On-air broadcasting
- G. Class and group discussions

VI. TYPICAL ASSIGNMENTS:

- A. Written: Students will write public service announcements, promotions, station identifications, and other short scripts.
- B. Reading:
 - 1. Students will read current Trade publications including Billboard, Variety, and Broadcasting and Cable Magazine.
 - 2. Students will read and evaluate current demographics and ratings information.
- C. Production: Students will have an air shift every week on student radio station KJRP and will be responsible for programming, producing spots for air, and evaluating on-air presentation.

VII. EVALUATION(S):

- A. Methods of Evaluation
 - 1. As a laboratory class, students will be evaluated on the quality and timeliness of their assignments. Students are evaluated on their ability to use the production equipment for each assignment.
 - 2. Students are evaluated on a weekly basis either in writing, in private consultations with the instructor, or as part of a class discussion
 - 3. Each student will be evaluated on their operation of the production equipment in the production modules as well as in the campus radio station KJRP
 - 4. Evaluation will be done of student planning, writing, and on-air presentation
 - 5. Students are evaluated on their preparation and production of radio spots
 - 6. Each student is evaluated on their ability to apply writing and producing skills in the development of a broadcast news segment
 - 7. An evaluation will be done of class members research and presentation of their personality profiles
 - 8. Class members will be evaluated on their demonstration of advanced computer editing skills

VIII. TYPICAL TEXT(S):

Radio Production: A Manual for Broadcasters by Robert McLeish Focal Press; ISBN: 0240515544, 4th edition (February 2000).

Modern Radio Production: Production, Programming, and Performance by Carl Hausman, Philip Benoit, Lewis B. O'Donnell. Wadsworth Pub Co; ISBN: 0534561063, 5th edition (August 1999).

Radio Production Worktext: Studio and Equipment by Gross, L., and Reese, D., Focal Press; ISBN: 0240802837, 3rd edition (December 1997).

IX. OTHER SUPPLIES REQUIRED OF STUDENTS: Headphones, CD-R or CD-RW