

I. COURSE DESCRIPTION:

A. Department Information:

Division: Humanities
Department: Radio Television Film (RTVF)
Course ID: RTVF 221
Course Title: Radio Station Management
Units: 3
Lecture: 1 Hour
Laboratory: 6 Hours
Prerequisites: RTVF 120, RTVF 121

B. Catalog and Schedule Description: This course deals with radio station management functions, models, and operations. Students will program and manage student radio station KJRP, and produce remote broadcasts. Students gain experience in station management by serving as the program director, music director, production supervisor, and on-air announcers. Students will develop an understanding of the operation of radio stations, of audience rating methods, and their impact on programming design.

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

III. EXPECTED OUTCOMES FOR STUDENTS:

- A. Demonstrate the ability to appropriately use broadcast terminology
- B. Identify the duties and responsibilities of a general manager at a broadcast station.
- C. Identify the chief functions of human resource management at a broadcast station.
- D. Describe the laws and regulations governing the hiring and treatment of broadcast station employees.
- E. Examine broadcast audience research and its implications on programming.
- F. Identify radio-programming strategies.
- G. Examine the role of the radio-programming department.
- H. Create radio-programming plans and adjust them to changing competition.
- I. Identify and evaluate current trends in radio production, broadcasting, and Internet cablecasting.
- J. Project future trends in radio production and programming.
- K. Organize and set up a remote broadcast from the campus quad.
- L. Produce professional radio audition recordings on tape and computer.
- M. Demonstrate the ability to manage campus radio station, including describing and performing the duties of program director, music director, production supervisor, and on-air announcer.
- N. Research the local market area and explore local commercial station internship possibilities

IV. COURSE CONTENT:

- A. Broadcast terminology:
1. Account Executive
 2. Actives (listeners)
 3. Actuality
 4. ADI (area of dominant influence)
 5. Adjacencies (commercials)
 6. Ad lib
 7. AFTRA (union)
 8. air check
 9. amplification
 10. AM/FM
 11. AOR Album-Oriented Rock radio format
 12. Arbitron
 13. ASCAP (union)
 14. audition tape
 15. automation

San Bernardino Valley College
Curriculum Approved: February 24, 2003
Last Updated: February 2003

16. Availability
17. average quarter hour (AQR)
18. back announce
19. balance sheet
20. barter
21. bed (music bed)
22. blasting
23. blend
24. book (ratings)
25. BMI
26. BM Beautiful Music radio format
27. BPME Broadcast Promotion and Management Executives
28. Bridge
29. BTA Best Time Available, also Run of Schedule (ROS)
30. CFR Code of Federal Regulations
31. CHR Contemporary Hit Radio format
32. clock
33. cluster
34. combo
35. commercial (spot)
36. cool out
37. Co-op
38. copy
39. Cost Per Point (CPP)
40. Cost Per Thousand (CPM or Cost Per Mil)
41. Cue burn
42. Cume Ratings measurement
43. DAB (digital audio broadcasting)
44. DAT
45. Dead air
46. Demographics (psychographics)
47. Donut spot
48. Double billing
49. Drive time
50. EBS (emergency broadcasting system)
51. ERP Effective radiated power
52. Fact sheet
53. FCC
54. Fixed position(spot)
55. Flight Advertising air schedule
56. FMX System used to improve FM reception
57. format
58. Gross impressions
59. Gross Rating Points (GRP)
60. hot clock
61. IBEW (union)
62. IBOC In-Band On-Channel
63. ITU (International Telecommunications Union)
64. Licencee
65. Make-good
66. MOR Middle-of-the-Road radio format
67. Morning drive time
68. MSA Metro Survey Area
69. Music sweep
70. NAB
71. Narrowcasting

San Bernardino Valley College
Curriculum Approved: February 24, 2003
Last Updated: February 2003

72. Network
73. News block
74. Packaged
75. Passives
76. Persons using radio (PUR)
77. Playlist
78. Positioner
79. PSA
80. RAB Radio Advertising Bureau
81. Rate card
82. Rating
83. Reach
84. Remote
85. Rip n' read
86. RTNDA Radio and Television News Directors Association
87. Run-of-station (ROS)
88. Segue
89. Share
90. Sound hour
91. Spec tape
92. Sponsor
93. Spot set
94. Station log
95. Station rep
96. Stinger
97. Sweep link
98. Syndication
99. Tag
100. Talent
101. TAP Total Audience Plan
102. Time spent listening (TSL)
103. Total Survey Area (TSA)
104. Traffic
105. turnover
106. wheel
- C. General manager responsibilities
- D. Human resource management
- E. FCC regulations
- F. Audience research
- G. Radio-programming strategies
- H. Trends in radio production, broadcasting, and Internet cablecasting, including local, national, and international market
- I. Remote broadcasting
- J. Professional audition tapes
- K. Duties of:
 1. Program director,
 2. Music director,
 3. Production supervisor,
 4. On-air announcer.

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

San Bernardino Valley College
Curriculum Approved: February 24, 2003
Last Updated: February 2003

- F. On-air broadcasting
- G. Class and group discussions
- H. Students gain practical experience by performing the duties of program director, music director, production supervisor, and on-air announcers
- I. Students write, produce, engineer, and announce a variety of projects
- J. Students participate in remote productions

VI. TYPICAL ASSIGNMENTS:

- L. Written: Students will write public service announcements, promotions, station identifications, and other short scripts.
- M. Reading:
 - 1. Students will read current Trade publications including Billboard, Variety, Broadcasting and Cable Magazine.
 - 2. Students will read and evaluate current demographics and ratings information.
- N. 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.
- O. Students will assume a management or on-air position on a rotation schedule.

VII. EVALUATION(S):

- A. Students will be evaluated on their ability to analyze commercial stations in relation to course material
- B. Each student is evaluated on their contribution to the management of the campus station KJRP
- C. Instructor evaluation of individual commercials produced for local organizations
- D. Students are evaluated on their understanding of the ratings of local and L.A. radio stations
- E. Peer evaluation of air checks
- C. Individual students will be evaluated on their operation of a remote broadcast from the campus quad
- F. Instructor evaluation of individual projects (e.g., ID, promo, jingles)
- G. Instructor evaluation of their ability to do a remote set-up and board-op. on location as well as in the studio
- H. Instructor evaluation of their audition tape

VIII. TYPICAL TEXT(S):

Radio Production : A Manual for Broadcasters by Robert McLeish, 4th edition. Focal Press; ISBN: 0240515544, (February 2000).
Modern Radio Production: Production, Programming, and Performance by Carl Hausman, Philip Benoit, Lewis B. O'Donnell 5th edition Wadsworth Pub Co; ISBN: 0534561063 (August 1999).
Advising, Managing, and Operating a Successful Student and Non Commercial Radio Station by James McCluskey, Ph.D. Pearson Custom Publishing; ISBN: 0536014736 ; 0 edition (October 15, 1999).

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

San Bernardino Valley College
Curriculum Approved: February 24, 2003
Last Updated: February 2003