

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

 X Transfer course X A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: RTV 130 Radio Production

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 96

BASIC SKILLS REQUIREMENTS: Appropriate language skills

ENTRANCE REQUIREMENTS

PREREQUISITE: None

COREQUISITE: None

RECOMMENDED PREPARATION: None

SCOPE OF COURSE:

Techniques and theories of audio production in the preparation of radio programs. Use of audio mixing and recording equipment, editing and dubbing, microphone techniques and program construction. Several programs produced by the student will be broadcast on radio station KKSM. CSU

SPECIFIC COURSE OBJECTIVES:

Upon successful completion of the course students will:

1. Demonstrate competency in operation and care of audio equipment.
2. Demonstrate recording and editing techniques on audio tape.
3. Perform the job of a radio announcer by reading aloud and recording for critique, prepared and/or self-written commercial and public service announcement copy.
4. Prepare and broadcast live disc jockey shows, using the skills required for entry-level employment in the broadcasting field.
5. Identify modern radio formats, organization, terminology and responsibilities.
6. Identify the responsibilities of a radio station "operator" as required by the Federal Communications Commission.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Introduction
- II. Audio Equipment Operation
 - A. Microphones: types and usage
 - B. Terminology and care of audio equipment
 - C. Studio "D" - basic equipment and operation
 - D. Editing, commercial and public service announcing techniques
 - E. Studio "C" - function and use of stereo equipment
 - F. Studio "A" - on-air responsibilities and procedures
 - G. News Room - Associated Press satellite down-link system
- III. Programming/Production
 - A. Types of radio formats, exclusive of KKSM
 - B. Structure of KKSM radio; non-commercial formats
 - C. Program and music logging
 - D. Carriage systems (low power, AM/FM, satellite, cable)
 - E. "Radio Personae" - development and maintenance
 - F. Remote station operations
- IV. Employee responsibilities and radio station operations
 - A. Elements in programming
 - 1. News, sales, production, promotion, engineering
 - 2. Chain of command structure
 - B. Radio ratings
 - C. Audition and aircheck tape editing
 - D. Resume production
 - E. Job interview techniques
 - F. Preventive maintenance of equipment

REQUIRED READING:

Branch, Rob. RTV 130 Radio Production Handbook. Palomar College, 1994.

O'Donnell, Lewis B. and Carl Hausman, et al., eds. Announcing: Broadcast Communicating Today. 3rd Edition. Belmont: Wadsworth Publishing Company, 1992.

SUGGESTED READING:

Periodicals: Broadcasting/Cable, Electronic Media, Advertising Age, Radio and Records, College Music Journal, and Quill.

REQUIRED WRITING:

Students will determine key points of various commercial fact-sheets and public service copy and re-write the copy to fit within a 30-second announcement.

Student must complete a five-page research paper dealing with some aspect of broadcasting. The topic is up to the student, but must be approved by the instructor.

Grading is based on the following:

Tests	140 Points
Writing and production assignments	210 Points
Class participation	<u>20 Points</u>
Total	370 Points

The final grade is based on the following percentages:

- 90-100% = A
- 80-89% = B
- 70-79% = C
- 60-69% = D

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes ___ No X Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Robert Sheppard, extension 2444

SIGNATURES:

SIGNATURES ON FILE