

**PALOMAR COLLEGE**  
**COURSE OUTLINE OF RECORD FOR**  
**DEGREE CREDIT COURSE**

\_\_\_\_\_ Transfer Course  X  A.A. Degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:** RTV 135      Beginning Radio Station Operations

**UNIT VALUE:** 1,2,3

**MINIMUM NUMBER OF SEMESTER HOURS:** 48, 96,144

**BASIC SKILLS REQUIREMENTS:** Appropriate language skills

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:** RTV 130 Radio Production

**COREQUISITE:** RTV 294A Radio Programming Projects

**RECOMMENDED PREPARATION:** None

**SCOPE OF COURSE:**

Introduction to radio station operations and audio production skills along with practical exercises using broadcast equipment and techniques.

**SPECIFIC COURSE OBJECTIVES:**

Successful students will:

1. Apply sound principles of radio broadcast and production.
2. Critically evaluate on-air and production skills.
3. Develop proficiency in the use of broadcast and production equipment.
4. Compare and contrast current trends in commercial broadcasting.
5. Anticipate and solve problems in writing for the air.

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

- I. Equipment
  - A. Production and on-air control boards
    1. Safety
    2. Faders
    3. VU meters
    4. Source selectors
    5. Recorders and playback units

- B. Transmitter and antenna systems
  - 1. Transmitter requirements
    - a. FCC rules and regulations
    - b. Logging of transmitter readings
  - 2. Antenna requirements
    - a. FCC rules and regulations
  - 3. Station-to-transmitter link
    - a. System management
    - b. Maintenance
- C. Emergency Alert System and phone-in apparatus
  - 1. Use of EAS equipment
  - 2. Emergency procedures
  - 3. COMREX and seven-second delay
- D. News recorders and computers
  - 1. Gathering news stories
  - 2. Editing news stories
  - 3. Interviewing for broadcast
  - 4. AP News Desk computer

## II. Production

- A. Air-shifts
  - 1. Format
  - 2. Music and program logs
- B. Announcements
  - 1. Write and produce Public Service and underwriting copy
  - 2. Record for air

## III. Management

- A. Staff positions
  - 1. Department head
  - 2. Assistant Department head
- B. Tools
  - 1. Communication
  - 2. Meetings
  - 3. Problem solving

## REQUIRED READING:

Handouts as provided by instructor

## SUGGESTED READING:

Hewett, John. AirWords. McGraw-Hill Higher Education, 2001

Schulberg, Bob. Radio Advertising. Chicago: NTC Business Books, 1990

Schrank, Jeffrey. Understanding Mass Media. Chicago: NTC Business Books, 1994

Radio and Records

Electronic Media

Radio World

## REQUIRED WRITING:

Public Service Announcements or Underwriting notices

Minimum of ten per semester

Written to time (: 30 seconds=12 lines of copy)

Approximately five pages of material

Skills demonstration

Operation of studio production equipment, including recording, playback and editing apparatus.

## OUTSIDE ASSIGNMENTS:

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.**

Making contacts for time-sales and writing copy as needed.

Reading handouts and remaining current with current trends in broadcasting.

Preparation of writing assignments.

## INSTRUCTIONAL METHODOLOGY:

**Check all that apply:**

- lecture  
 laboratory  
 lecture-laboratory combination  
 directed study

## DISTANCE LEARNING:

**This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**

Yes  No

**If yes, check all that apply:**

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

If on-air:

3-Required staff meetings:	20 points possible
3-Required air-check evaluations	90 points possible
4-Personal promotional spots	60 points possible
1-Sales contact and participation	<u>30 points possible</u>

TOTAL POSSIBLE 200 points

**Grades:**

90-100%	=	A
80-90%	=	B
70-80%	=	C
60-70%	=	D
0-60%	=	F

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

Yes X No  Number of times course may be taken for credit: 4

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

58161 (d) (2) (A)

**CONTACT PERSON: Meg Banta, extension 2443**

**SIGNATURES ON FILE**