

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 136 Advanced 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:

Advanced radio and audio production skills along with practical exercises using broadcast equipment and techniques. Special emphasis in broadcast management training.

SPECIFIC COURSE OBJECTIVES:

Successful students will:

1. Develop advanced proficiency in the use of radio station equipment used for production and transmission.
2. Develop skills to analyze and evaluate needs for college radio.
3. Compare and contrast the needs of commercial broadcasters and synthesize that information into appropriate action by radio station management.
4. Identify appropriate radio programming and production decisions and through a process of explanation and problem solving deduce valid conclusions.
5. Apply principles of strong broadcast management and programming.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

I. Equipment Proficiency

- A. Studio operations
 - 1. Safety
 - 2. VU meters
 - 3. Control board functions
- B. Broadcasting chain
 - 1. Sound source into control board
 - 2. Control board to transmitter

II. Production

- A. Promotional announcements
 - 1. Music and sound-effect beds
 - 2. Writing to specific time
 - 3. Recording to cartridge from reel-to-reel tape
- B. News
 - 1. Gathering
 - 2. Writing and editing
 - 3. Delivery
- C. Remote broadcasting
 - 1. Setup of equipment
 - 2. Presence of talent
 - 3. Give-a-ways and contest
- C. Air-checks
 - 1. Record while on-air
 - 2. Critiques and suggestions

III. Management

- A. Tools
 - 1. Communication
 - 2. Meetings
 - 3. Trouble shooting
- B. Executive Staff
 - 1. Application process
 - 2. Interview process
 - 3. Duties and responsibilities

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 month

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 X

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 (C) 2 (C)

CONTACT PERSON: Meg Banta, extension 2443

SIGNATURES ON FILE