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CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Mary Beth Leidman (MBLEID) Phone x5763

Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

☒ **COURSE** Radio Production
Suggested 20 character title

☐ New Course* _____
Course Number and Full Title

☒ Course Revision CM 349 Radio Production
Course Number and Full Title

☐ Liberal Studies Approval+ _____
for new or existing course Course Number and Full Title

☐ Course Deletion _____
Course Number and Full Title

☒ Number and/or Title Change CM 405 Radio Production
Old Number and/or Full Old Title

CM 349 Radio Production
New Number and/or Full New Title

☐ Course or Catalog Description Change _____
Course Number and Full Title

☐ **PROGRAM:** ☐ Major ☐ Minor ☐ Track

☐ New Program* _____
Program Name

☐ Program Revision* _____
Program Name

☐ Program Deletion* _____
Program Name

☐ Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

M. Leidman 12/15/97
Department Curriculum Committee

Kurt P. Oude 12/15/97
Department Chair

John B... 2/18/98
College Curriculum Committee

John B... 2/18/98
College Dean

+ Director of Liberal Studies (where applicable)

* Provost (where applicable)

Course Revision

Part II. Description of Curriculum Change

1. New Syllabus of Record (attached)

2. Summary of Proposed Revisions

Prerequisite change and number change.

1. Old course number and catalog description

CM 405 Radio Production

3c-01-3sh

Prerequisites: CM 101, 200, 403, 404, permission

An introduction to production techniques as they pertain to radio. The student will be exposed to programming, scripting, producing programs, intros, outros, commercials, public service announcements, station identifications, and promotional announcements. The course will also deal with the interaction of a radio station with national networks and with the real-life concerns of deadlines.

2. New course number and catalog description

CM 349 Radio Production

3c-01-3sh

Prerequisite: CM 150

An introduction to production techniques as they pertain to radio. The student will be exposed to programming, scripting, producing programs, intros, outros, commercials, public service announcements, station identifications, and promotional announcements. The course will also deal with the interaction of a radio station with national networks and with the real-life concerns of deadlines.

3. Justification/rationale for the changes

The course number is being changed to more accurately represent the level of difficulty for the students taking the course and the academic year in which they are typically taking the course. The course is also being numbered to sequence with the other courses in this production area in the department.

The prerequisites are being changed as part of the overall program revision for the department. CM 404 is being deleted from the program. CM 200 is being renumbered to CM 150. The inclusion of CM 101 becomes redundant because CM 101 is required for CM 150. Because of the revisions being made to CM 403 - Broadcast Newswriting, the content of this course no longer includes commercial writing, which was the main component of the course used in radio production. The number of prerequisites listed for this course was excessive and the elimination of them will not create difficulties for the students taking radio production.

4. Old Syllabus of Record (attached)

Part III. Letters of support (attached to end of documents)

Part II. Description of Curriculum Change

1. New Syllabus of Record

. CATALOG DESCRIPTION

CM 349 - RADIO PRODUCTION

3 credits
3 lecture hours
0 lab hours
(3c-01-3sh)

Prerequisites: CM 150, or permission of instructor

An introduction to production techniques as they pertain to radio. The student will be exposed to programming, scripting, producing programs, intros, outros, commercials, public service announcements, station identifications, and promotional announcements. The course will also deal with the interaction of a radio station with national networks and with real-life concerns of deadlines.

II. COURSE OBJECTIVES:

Upon completion the student will be able to:

1. Operate standard radio consoles and equipment.
2. Conduct elementary sound transferring.
3. Make smooth, tight transitions between music, tape and live voice.
4. Write and produce basic commercials, PSA's, and features.
5. Work with basic sound effects from pre-recorded sources.
-  6. Understand and work within various formats.
7. Design/execute basic programming segments within time constraints.
8. Understand certain rules of electromagnetics as they apply.
9. Analyze selected current issues in radio.
10. Understand station structure & management job responsibilities.
11. Work effectively and efficiently within a radio production team.
12. Work within a cooperative education setting

III. COURSE OUTLINE:

Week #1 (1 1/2 class hours)

Course Introduction and Requirements
Introductory Cooperative Learning Activity

Week #1 (1 1/2 hours)

Small Group Assignment

Topic: What are the elements of a radio program
What is necessary to operate a radio station

Week #2 (1 1/2 hours)

Topic: Explanation of Consoles

Demonstration/Explanation of Radio Console and Studio #1

Demonstration of Assignment/Project #1a: Cue-up Vinyl Record

Week #2 (1 1/2 hours)

 Re-Demo and Practice on Console A

Re-Demo of Project #1a: Cue-up Vinyl Record

Demonstration of Project 1b: Cue-up CD

- Week #3 (1 1/2 class hours)
Topic: Commercials
Explanation: Projects #2 and #3:
:60 sec Live Voice over Music Commercial & Recorded with sfx
Review Cue-up Project #1
- Week #3 (1 1/2 class hours)
Project Due Live In-Class: #1a and #1b: Cueing-up
Topic: Choosing Background Music
- Week #4 (1 1/2 class hours)
Demonstrate Project #2: Live Voice over Music Commercial
Assign and Discuss Term Essay: Radio Station Analyses
- Week #4 (1 1/2 class hours)
Demonstrate Studio #2
Re-demo Project #2
Demo of Recording: Voice over Music
Topic: Choosing Sound Effects
Assign Project #3: :60 w/sfx
- Week #5 (1 1/2 class hours)
Project #2: Live :60 sec Live Voice over Music -- DUE
- Week #5 (1 1/2 class hours)
Demonstration of Studio #3
Demo: Project #3: Recorded :60 sec. Voice over Music w/ sfx
Discuss Production Methods for Project #4: 7 min.seg.
- Week #6 (1 1/2 class hours)
Topic: Formats and Formatting
--Rundown Sheets, Front and Back Timing
- Week #6 (1 1/2 class hours)
Topic: Complete Radio Programs and Programming
--Design Program Log
- Week #7 (1 1/2 class hours)
Assign and Discuss Project #4: 7 minute segment: Play examples
PSA's and Promos:
--More on Term Essay
- Week #7 (1 1/2 class hours)
Project #3 --DUE in Class for Review
- Week #8 (1 1/12 class hours)
Topic: --Analog versus Digital
--Tape - What it is, What it isn't;
--Tape Machines and heads
- Week #8 (1 1/2 class hours)
Topic: Features
Assign Project #5: 3 minute Feature: Play Examples

- Week #9: (3 class hours)
Project #4: 7 minute segment: Due - Produced Live
- Week #10: (1 1/2 class hours)
Project #4 -- Recordings of 7 minute Program Segments -Aired in Class
- Week #10: (1 1/2 class hours)
Topic: Station Operation
Special Activity: Field Trip to a Commercial Radio Station
- Week #11: (1 1/2 class hours)
Topic: Tape Erasing Techniques
Care and Storage of Magnetic Tape
Overview and Assignment-Final Project- 20 minute segment-Project #7
- Week #11: (1 1/2 class hours)
Project #5: 3 minute seg.- Due in class
- Week #12: (1 1/2 class hours)
Demonstration of Studio #4
Assign Project #6: :60 Sec commercial - Digital Master
- Week #12: (1 1/2 class hours)
Re-Demonstrate Studio #4 & Project #6 - :60 Sec commercial - Digital
Play examples of Project #7: 20 Minute Segment
- Week #13: (1 1/2 class hours)
Topic: The Electromagnetics of Radio
Work in Studio #4
- Week #13: (1 1/2 class hours)
Topic: Satellite Downlinks
Review for Term Test
- Week #14: (1 1/2 class hours)
Test
- Week #14: (1 1/2 class hours)
Project #6 - :60 Sec Commercial - Digital Master - Due in Class
- Project #7 -Review and Critique 20 Minute Taped Segment -
Due During Final Exam Period

IV. Evaluation Methods

Assignments:

Project #1: Cueing-up	= 50 points (4% of total)
Project #2: Live Voice over Music :60 sec Commercial	= 100 points (7% of total)
Project #3: Recorded Voice over Music with Sfx	= 100 points (7% of total)
Project #4: Mid-Term - Live 7 minute Program Segment	= 200 points (14% of total)
Project #5: 3 Minute Feature	= 150 points (11% of total)
Project #6: Digital Mastered :60 second Commercial	= 150 points (11% of total)
Project #7: Final - Recorded 20 Minute Segment	= 250 points (18% of total)
Radio Station Critical Analyses	= 150 points (11% of total)
Term Test	= 150 points (11% of total)
Homeworks	10X10 points each = 100 points (7% of total)

Total Possible Points = 1400 points

Grading Scale: Grades are calculated by totaling the points received on all assignments and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

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

V. Required Textbooks, supplemental books and readings

Required Periodical: Broadcasting Magazine - Semester subscription

Required supplemental book: Class packet available from local copy center

VI. Special resource requirements

Students are required to purchase the following supplies in order to complete production assignments. All supplies will revert back to the students upon completion of the assignments.

The needed equipment includes:

- 1 Stopwatch
- 1 Earphones with standard 1/4" plug
- 2 Digital Audio Tapes (30 minute)
- 5 Audio Cassettes (30, 60, or 90 minute)
- Packet of Q-Tips
- Small Bottle of Isopropyl Alcohol

VII. Bibliography

Broadcasting and Cable Magazine. Broadcasting and Cable Publishing Corporation. (Current Subscription).

Busby, Linda and Donald Parker. (1984) The Art and Science of Radio. Allyn and Bacon, Inc. Boston , MA.

Gross, Lynne S. (1979) See/Hear: An Introduction to Broadcasting. Wm. C Brown Publishers, Dubuque, Iowa.

Hasling, John. (1980) Fundamentals of Radio Broadcasting. McGraw-Hill Book Company, New York, NY.

O'Donnel, Lewis, Philip Beniot and Carl Hausman. (1986) Modern Radio Production. Wadsworth Publishing Company, Belmont, CA.

Redfern, Barrie. (1994). Local Radio. Focal Press, London, England.

Course Description: This course is designed to provide students with the opportunity to develop a variety of skills used in radio today. It will emphasize console usage, editing, timing accuracy, programming, formating, radio organization structure, current issues and creativity.

Course Objectives: Upon completion the student will be able to:

- 1) operate any standard radio console and equipment;
- 2) do elementary editing;
- 3) make smooth-tight transitions between music, tape and live voice;
- 4) write and produce basic commercials, PSA's, features;
- 5) work with basic sound effects from pre-recorded sources;
- 6) understand various formats;
- 7) do basic programming;
- 8) design programs (or program segments) within time constraints;
- 9) understand certain basic physics as they apply to radio;
- 10) understand current radio issues; and
- 11) understand radio station structure and management job responsibilities.

IV. Course Outline

Note: Listed below are the activities which are to be fulfilled during the semester. Many of the projects will be in operation concurrently.

Week 1. Introduction to Course/Lecture. Instruction demonstration on radio consoles and equipment (basic) for Projects 1 and 2 in Library and G-11.

Week 2. Discussion/Lecture. Cycles, wave motions, carriers.

Week 3. Discussion/Lecture. Standard broadcast band. Care of magnetic tape.

Week 4-5. Discussion/Lecture. Organization of radio corporation. Organization of radio stations. Roles of employees.

Week 6-7. Discussion/Lecture. Programming, audiences, clock hour. Record storage.

Week 8. Discussion/Lecture. FCC regulations and logs.

Week 9. Discussion/Lecture. BMI and ASCAP.

Week 10. Discussion/Lecture. Editing tape: The basics.

Week 11. Discussion/Lecture. NAB.

Week 12. Discussion/Lecture. AM stereo.

Week 13. Discussion/Lecture. Arbitron.

Week 14. 10 Khz vs. 9 Khz. Sales. Ethics in radio and broadcasting: Payola.

Note: Current Events will be discussed weekly. Also some projects will be played in class.

Production Projects

- 1) Cueing records - one week.
- 2) Voice over music commercial or PSA (60 second). Live - 2 weeks.
- 3) Redo of No. 2 with sound effect recorded - 2 weeks.

- 4) Eight minute program segment to include (2 weeks)
 - news, weather
 - music (2 selections)
 - intro and outro
 - one commercial - one PSA
- 5) Change over: fast set-up - 2 weeks
- 6) Fifteen minute segment to include (2 weeks)
 - news, weather
 - intros - outros
 - two features totaling 3 minutes (prerecorded)
 - three commercials and PSA's
 - music - three selections
- 7) Final project (groups) 2 1/2 weeks - to be presented as final exam.
 - co hosts
 - weather person
 - news
 - features
 - music
 - intro, outro cuts
 - commercials, PSA
 - community bulletin board
 - public affairs

Production Projects

- 1) Cueing records - one week
- 2) Voice over music commercial or PSA (60 seconds) - Live - 2 weeks
- 3) Redo of No. 2 with sound effect recorded - 2 weeks
- 4) Eight minute program segment to include (2 weeks)
 - news, weather
 - music (two selections)
 - intro and outro
 - One commercial - one PSA
- 5) Change over: Fast set up - 2 weeks
- 6) Fifteen minute segment to include (2 weeks)
 - news, weather
 - intro's and outro's
 - two features totaling 3 minutes (prerecorder)
 - three commercials and PSA's
 - music - 3 selections
- 7) Final project (groups) 1 2/1 weeks - to be presented as final exam.
 - co hosts
 - weather person
 - news
 - features
 - music
 - intro, outro cuts - public affairs
 - commercials, PSA
 - community bulletin board

V. Methodology and Procedure

This course is taught with a variety of methods including lecture, demonstration, discussion, audio-visual aids, including video, audiotapes, and audio-visual tapes. However, the most important aspect of the course is student participation in all facets of all projects.

Radio Production is designed to include and encourage experiential learning and expose students to various aspects of the radio industry. Furthermore, there will be three tests during the semester in addition to projects.

VI. Text: None. (See No. VII.)

VII. Other Reading

Broadcasting Magazine, Broadcasting Publications, Inc., Washington, DC.
Students are required to subscribe and read this journal weekly.

Broadcasting Yearbook, Broadcasting Publications, Inc., Washington, DC.

Handouts of related radio articles.

IX. Other Course Requirements

Term Paper: Each student will be required to analyze fully eight different formats and as represented by typical two hour segments. Details will be provided. Raw data must be collected and turned in weekly during the first eight weeks of class.

Group Project: Students will participate in a corporate presentation - week 13.

Equipment Requirements

Each student is required to acquire

- 1) two colors of leader tape
- 2) splicing tape
- 3) six single edged razor blades
- 4) small splicing block (optional but very handy)
- 5) one blank 7" take-up reel
- 6) two colors of grease pencils
- 7) 1200' or 1800' inexpensive recording tape
- 8) 1200' good quality recording tape
- 9) three inexpensive cassettes (90 minute)
- 10) one good quality cassette
- 11) Q Tips and tape head cleaner