

Course Outline of Record

1. Course Code: RTV-007
2. a. Long Course Title: Introduction to Radio Production
 b. Short Course Title: INTRO/RADIO PRODUCT.
3. a. Catalog Course Description:
 Students will gain a basic understanding of audio equipment used for radio production and live broadcasting. The course provides an introduction of the principles and techniques of music programming, commercials, news, interviews, sports and talk programs. Students will understand the basics of operating a daily radio station. They will learn how to create content and produce pre-recorded shows on the campus radio station KCOD.
 b. Class Schedule Course Description:
 Have you ever wanted to be a radio DJ, a news or sportscaster, have your own talk show, or produce radio commercials? This course will prepare you to work in the radio broadcasting industry and be part of campus radio station, KCOD.
 c. Semester Cycle (if applicable): N/A
 d. Name of Approved Program(s):
 • JOURNALISM Associate in Arts for Transfer Degree (AA-T)
4. Total Units: 3.00 Total Semester Hrs: 90.00
 Lecture Units: 2 Semester Lecture Hrs: 36.00
 Lab Units: 1 Semester Lab Hrs: 54.00
 Class Size Maximum: 25 Allow Audit: Yes
 Repeatability No Repeats Allowed
 Justification 0
5. Prerequisite or Corequisite Courses or Advisories:
Course with requisite(s) and/or advisory is required to complete Content Review Matrix (CCForm1-A)
N/A
6. Textbooks, Required Reading or Software: (List in APA or MLA format.)
 a. John Allen Hendricks & Bruce Mims (2015). Keith's Radio Station (Ninth/e). Burlington, MA Focal Press. ISBN: 9780240821160
 College Level: Yes
 Flesch-Kincaid reading level: 11.3
7. Entrance Skills: *Before entering the course students must be able:*

8. Course Content and Scope:

Lecture:

1. The Characteristics of Radio. Understanding the Medium
2. Understanding the Radio Studio and Equipment
3. Broadcasting Ethics / FCC Rules and Regulations
4. Writing for the Ear. Radio Copy.
5. News Policies and Practices
6. Interviewing for Radio
7. Presentation and Performance
8. Radio Promotions - Phone-ins and Listener Participation
9. Radio Commercials/Advertising
10. Radio Programming
11. Internet & Satellite Radio

12. Radio & Social Media
13. Media sales and management

Lab: *(if the "Lab Hours" is greater than zero this is required)*

1. Students will get hands-on experience during lab time doing the following: Operating studio equipment, writing radio copy, preparing news, commercials, radio programming, advertising, sponsorships and promotions at a beginner's level.
2. Students will be introduced and involved in the daily operations of campus radio station, KCOD.

9. Course Student Learning Outcomes:

1.
Plan, write, produce and direct a variety of professional standard radio programs.
2.
Operate radio studio equipment to effectively communicate to a mass audience.
3.
Have an introduction to all aspects of a professional radio station.

10. Course Objectives: *Upon completion of this course, students will be able to:*

- a. Write in clear, concise English in the production of radio copy.
- b. Operate basic radio equipment for live and pre-recorded broadcasts.
- c. Describe radio programming practices and the production needs of a radio station.
- d. Produce and perform music, news, interviews, commercials and talk radio programs effectively to a diverse audience.
- e. Demonstrate an achievement of professional skills in radio production.

11. Methods of Instruction: *(Integration: Elements should validate parallel course outline elements)*

- a. Collaborative/Team
- b. Demonstration, Repetition/Practice
- c. Discussion
- d. Experiential
- e. Laboratory
- f. Lecture
- g. Participation
- h. Technology-based instruction

12. Assignments: *(List samples of specific activities/assignments students are expected to complete both in and outside of class.)*

In Class Hours: 126.00

Outside Class Hours: 36.00

a. In-class Assignments

Present to the class an in-depth analysis of the duties and responsibilities of the various positions one can hold at a professional radio station.

b. Out-of-class Assignments

Keep a journal of duties performed at KCOD Radio

13. Methods of Evaluating Student Progress: *The student will demonstrate proficiency by:*

- Written homework
- Critiques
- Guided/unguided journals

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- Laboratory projects
- Presentations/student demonstration observations
- Product/project development evaluation
- Mid-term and final evaluations
- Student participation/contribution

14. Methods of Evaluating: Additional Assessment Information:

15. Need/Purpose/Rationale -- *All courses must meet one or more CCC missions.*

CSU/UC Transfer Course

B. Transfers to CSU

Cal State San Bernardino COMM 387

PO-GE C3 – Arts, Humanities, and Culture

Communicate effectively in many different situations involving diverse people and viewpoints.

Analyze the variety of forms of expression and how those are used to communicate social, cultural, and personal ideas, feelings, and concepts;

Effectively communicate and express themselves and make themselves understood through visual, auditory, tactile, and symbolic means.

IO - Critical Thinking and Communication

Appreciate diversity as it is expressed in multiple disciplines and across various cultures through reading, speaking and writing.

16. Comparable Transfer Course

University System	Campus	Course Number	Course Title	Catalog Year
CSU	CSU San Bernardino	COMM 387	Radio Production	
CSU	CSU Fullerton	RTV 210	Intro. to Audio Production	
CSU	CSU Northridge	CTUA 230	Fundamentals of Audio Production	

17. Special Materials and/or Equipment Required of Students:

18. Materials Fees: Required Material?

Material or Item

Cost Per Unit

Total Cost

19. Provide Reasons for the Substantial Modifications or New Course:

Students should be able to achieve appropriate skill building over the course of 3 semesters as they assume different positions at the campus radio station, KCOD. RTV007 students learn to run the radio station. This is a packed course that can be broken down into RTV007, RV007A & RTV007B to allow students to fully grasp the operations of a daily broadcast facility and give them more time to perfect their skills and learn more advanced radio production techniques. Students will begin with an overall introduction to radio production learn editing skills and start creating content to air the first semester (RTV007); then learn more advanced audio editing, music programming and on-air live performance skills the second semester (RTV007A); and demonstrate the responsibilities of a station management team the third semester (RTV007B).

20. a. Cross-Listed Course (*Enter Course Code*): *N/A*
b. Replacement Course (*Enter original Course Code*): *N/A*

21. Grading Method (*choose one*): Letter Grade Only

22. MIS Course Data Elements

- a. Course Control Number [CB00]: CCC000559866
b. T.O.P. Code [CB03]: 60400.00 - Radio and Television

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- c. Credit Status [CB04]: D - Credit - Degree Applicable
- d. Course Transfer Status [CB05]: B = Transfer CSU
- e. Basic Skills Status [CB08]: 2N = Not basic skills course
- f. Vocational Status [CB09]: Clearly Occupational
- g. Course Classification [CB11]: Y - Credit Course
- h. Special Class Status [CB13]: N - Not Special
- i. Course CAN Code [CB14]: N/A
- j. Course Prior to College Level [CB21]: Y = Not Applicable
- k. Course Noncredit Category [CB22]: Y - Not Applicable
- l. Funding Agency Category [CB23]: Y = Not Applicable
- m. Program Status [CB24]: 1 = Program Applicable

Name of Approved Program (if program-applicable): JOURNALISM

Attach listings of Degree and/or Certificate Programs showing this course as a required or a restricted elective.)

23. Enrollment - Estimate Enrollment

First Year: 25

Third Year: 35

24. Resources - Faculty - Discipline and Other Qualifications:

a. Sufficient Faculty Resources: Yes

b. If No, list number of FTE needed to offer this course: N/A

25. Additional Equipment and/or Supplies Needed and Source of Funding.

N/A

26. Additional Construction or Modification of Existing Classroom Space Needed. (Explain:)

N/A

27. FOR NEW OR SUBSTANTIALLY MODIFIED COURSES

Library and/or Learning Resources Present in the Collection are Sufficient to Meet the Need of the Students Enrolled in the Course: Yes

28. Originator Laurie Jackson Origination Date 10/18/16