

# RTV 007A: INTERMEDIATE RADIO PRODUCTION

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Date Submitted: Fri, 20 Jul 2018 00:04:03 GMT

**Originator**

Laurilie Jackson

**Justification / Rationale**

Course modification  
Post migration update

**Effective Term**

Fall 2019

**Credit Status**

Credit - Degree Applicable

**Subject**

RTV - Radio-Television

**Course Number**

007A

**Full Course Title**

Intermediate Radio Production

**Short Title**

INTERM/RADIO PRODUCT

**Discipline****Disciplines List**

Media Production (Broadcasting Technology)

**Modality**

Face-to-Face

**Catalog Description**

Students will be responsible for producing and performing content for KCOD radio including: hour long shows, DJ'ing, creating commercials, sweepers, public service announcements (PSAs) and specialty programs. This course provides more advanced audio editing techniques and opportunities to go "live" on the air.

**Schedule Description**

Students learn advanced performance and radio production techniques to produce high quality shows and commercials for KCOD radio. Students will create and perform both pre-recorded content and live shows. Prerequisite: RTV 007

**Lecture Units**

2

**Lecture Semester Hours**

36

**Lab Units**

1

**Lab Semester Hours**

54

**In-class Hours**

90

**Out-of-class Hours**

72

**Total Course Units**

3

**Total Semester Hours**

162

**Prerequisite Course(s)**

RTV 007

**Required Text and Other Instructional Materials****Resource Type**

Book

**Author**

Geller, Valerie

**Title**

Beyond Powerful Radio

**City**

New York

**Publisher**

Focal Press

**Year**

2012

**College Level**

Yes

**ISBN #**

9780240522241

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**Class Size Maximum**

20

**Entrance Skills**

Read, comprehend and apply content from RTV-007.

**Prerequisite Course Objectives**

RTV 007-Write in clear, concise English in the production of radio copy.

RTV 007-Operate basic radio equipment for live and pre-recorded broadcasts.

RTV 007-Describe radio programming practices and the production needs of a radio station.

RTV 007-Produce and perform music, news, interviews, commercials and talk radio programs effectively to a diverse audience.

RTV 007-Demonstrate an achievement of professional skills in radio production.

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**Course Content**

1. Advanced Principles of Radio Programming
2. Structuring Your Station and Creating Identity/Branding
3. Understanding the Competition and Ratings
4. The On-Air Staff and How to Communicate Effectively On-Air.
5. Music as a Programming Weapon
6. News As a Programming Weapon
7. Commercials, PSA's and Sweepers that Sell
8. Promoting your Station
9. Working with Station Management and Directors

10. Sales and Radio

11. FCC Rules and Regulations

**Lab Content**

Students will get hands-on experience during lab time doing the following: Operate studio equipment, produce and perform pre-recorded and live radio shows, interviews, commercials, psa's, sweepers, DJ, attend staff meetings. Students will take on more advanced responsibilities and be expected to produce weekly content in the daily operations of campus radio station, KCOD.

**Course Objectives**

Objectives	
Objective 1	Define and create relevant radio programming.
Objective 2	Create various types of ongoing radio content for KCOD.
Objective 3	Critique, edit and improve the work of others.
Objective 4	Train others to be able to assume their responsibilities.
Objective 5	Assess ethical issues affecting media.
Objective 6	Practice FCC (Federal Communication Commission) rules and regulations.

**Student Learning Outcomes**

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Develop more advanced audio production and on-air performance skills.
Outcome 2	Produce and edit quality commercials and public service announcements (PSAs), sweepers, music programs, talk programs and/or interview shows to air on KCOD.
Outcome 3	Build a demo of completed projects for student media that demonstrates a variety of techniques used in creating radio content that are more advanced than RTV007.
Outcome 4	Evaluate the radio station with regard to production and performance quality.
Outcome 5	Practice FCC (Federal Communication Commission) Rules and Regulations.

**Methods of Instruction**

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	
Demonstration, Repetition/Practice	
Collaborative/Team	
Participation	
Observation	
Lecture	
Laboratory	
Experiential	

**Methods of Evaluation**

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Guided/unguided journals		
Student participation/contribution		
Mid-term and final evaluations		
Product/project development evaluation		
Presentations/student demonstration observations		
Critiques		
Laboratory projects		
Portfolios		

**Assignments****Other In-class Assignments**

Create weekly content for KCOD. Can be in the form of a music/interview show, commercial, sweepers, newsbriefs, sports updates etc.

Create a demo tape of produced content for KCOD

**Other Out-of-class Assignments**

Keep a journal of duties performed at KCOD Radio. Attend and assist with KCOD on-campus meetings and events.

**Grade Methods**

Letter Grade Only

**Comparable Transfer Course Information****University System**

CSU

**Campus**

CSU Fullerton

**Course Number**

CTVA 210

**Course Title**

Audio Production

**Catalog Year**

2016-2017

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**MIS Course Data****CIP Code**

09.0701 - Radio and Television.

**TOP Code**

060400 - Radio and Television

**SAM Code**

C - Clearly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Program Status**

Stand-alone

**Transfer Status**

Transferable to CSU only

**Allow Audit**

Yes

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Approvals****Curriculum Committee Approval Date**

5/1/2018

**Academic Senate Approval Date**

5/10/2018

**Board of Trustees Approval Date**

5/18/2018

**Chancellor's Office Approval Date**

11/21/2018

**Course Control Number**

CCC000581975

**Programs referencing this course**

Basic Radio Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=197>)