RTV 007B: ADVANCED RADIO PRODUCTION

Date Submitted:Fri, 20 Jul 2018 00:11:28 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

007B

Full Course Title

Advanced Radio Production

Short Title

ADV/RADIO PRODUCT.

Discipline

Disciplines List
Media Production (Broadcasting Technology)

Modality

Face-to-Face

Catalog Description

Students in this course will become part of the station management team. They will learn to assume the positions of station manager, music programmer, news director, promotions director, social media director, sports director and learn to pass on the skills and knowledge to run a professional radio station. Students will also follow and enforce FCC rules and regulations.

Schedule Description

Advanced student radio production practicum. Students will assume leadership responsibilites at the radio station KCOD.
Prerequisite: RTV 007A

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 007A

Required Text and Other Instructional Materials

Resource Type
Book

Author
Keith, Michael, C.

Title
The Radio Station

Edition
6th

City
New York

Publisher
Focal Press

Year
2015

College Level
Yes

ISBN #
9780240805306

Class Size Maximum
20

Entrance Skills
Read, comprehend and apply content from RTV-007A

Prerequisite Course Objectives
RTV 007A-Define and create relevant radio programming.
RTV 007A-Create various types of ongoing radio content for KCOD.
RTV 007A-Critique, edit and improve the work of others.
RTV 007A-Train others to be able to assume their responsibilities.
RTV 007A-Assess ethical issues affecting media.
RTV 007A-Practice FCC (Federal Communication Commission) rules and regulations.

Course Content

1. Radio station operations from the inside-out

2. From technology to operations, and

3. From sales to syndication.

4. Government regulations effect on radio stations today,

5. Satellite radio

6. Shift from analog to digital technologies

7. Internet use in radio stations

Lab Content

Students will get hands-on experience during lab time doing the following: Assume responsibilities of station management roles such as station manager, programming director, promotions director, news and sports director, social media director and fundraising/sales manager. Students will oversee, manage and organize their areas and assist new students moving up in the course.

Course Objectives

	Objectives
Objective 1	1. Demonstrate the knowledge of the management positions required to properly staff and operate a daily radio station.2. Demonstrate an understanding of relevant programming content of radio production3. Demonstrate an understanding of sound quality and the importance of keeping up with industry standards.4.Establish and maintain programming deadlines5. Produce content, manage and maintain various aspects of the the college radio station, KCOD 6. Maintain FCC rules and regulations

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Manage a radio station and demonstrate the knowledge of various positions of a station including station manager, programming director, news director, social media director, production manager, sports director and promotions and sales etc.
Outcome 2	Understand the responsibilities required for running a daily professional radio station.
Outcome 3	Adhere to Federal Communications Commission (FCC) rules and regulations and enforce these standards at KCOD.

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	
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**
Critiques		
Student participation/contribution		
Laboratory projects		

Assignments

Other In-class Assignments

Assignments will include their performance in their respective position managing the KCOD radio station.

Students will also be required to write an evaluation of their performance throughout the semester including thisngs they did well and things they could have done better. This can be used to assist the RTV007B students.

Other Out-of-class Assignments

Students will keep a time card and log all of their hours and activities completed outside of class.

Grade Methods

Letter Grade Only

Comparable Transfer Course Information

University System
CSU
Campus
CSU Chico

Course Number
CDES 216
Course Title
Into. to Digital Audio in Media

University System
CSU
Campus
CSU Northridge

Course Number
CTVA 230
Course Title
Fundamentals of Audio Production

Catalog Year
2016

University System
UC
Campus
San Francisco State University

Course Number
BECA 230
Course Title
Audio Production I

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

Funding Agency Category
Not Applicable

Program Status
Program Applicable

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
CCC000581974

Programs referencing this course
Basic Radio Production Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=197)