GROSSMONT COLLEGE

COURSE OUTLINE OF RECORD

Curriculum Committee Approval: 11/30/2021 GCCCD Governing Board Approval: 12/14/2021

MEDIA COMMUNICATIONS 119B – RADIO STATION OPERATIONS 2

1. Course Number Course Title Semester Units

MCOM 119B Radio Station Operations 2 3

Semester Hours

2 hours lecture: 32-36 hours 64-72 outside-of-class 4 hours laboratory: 64-72 hours

160-180 total hours

2. Prerequisite

A “C” grade or higher or “Pass” in MCOM 119A or equivalent.

Corequisite

None

Recommended Preparation

None

3. Catalog Description

Intermediate course in theory and practical application of techniques for radio broadcasting, streaming, and podcasting. Students will continue to gain and practice practical knowledge of on- and off-air radio and audio productions in both live and pre-recorded audio-based media-distributed platforms. This includes recording equipment, mixers, digital audio production, radio program formats, broadcast radio writing, and announcing skills. The course focuses on day-to-day operations and individual involvement in on-air news operations and training in live radio broadcasting and remote operations.

4. Course Objectives

The student will:

1. Demonstrate knowledge and practical uses of digital audio equipment used in today’s radio industry, by performing audio recording and editing tasks.
2. Combine voice, music, and sound effects in the creation of a radio production suitable for media distribution.
3. Identify modern radio formats, organization, terminology, and workplace responsibilities.
4. Identify and list the organizational structure of an audio broadcast station.
5. Differentiate and compare the duties and responsibilities of the various department managers in administration, programming, and sales.

5. Instructional Facilities

* 1. Standard classroom
  2. Radio studio
  3. Radio-control room
  4. Audio production booths

6. Special Materials Required of Student

1. High-capacity portable media storage drive.
2. Over-the-ear headphones with 1/4-inch stereo jack.

7. Course Content

1. Overview of production techniques for radio including microphones, mixers, broadcast and recording, and remote equipment.
2. Use of music, voice, sound effects and scripts in public service announcements, promotions, liners, sweepers, and legal IDs.
3. Scripting and writing techniques for news and productions.
4. Basic vocal techniques.
5. Digital production techniques.
6. Telling a story using audio and sound.
7. Understanding and relating various radio formats.
8. Radio station organization, terminology, workplace responsibilities for station administration including roles of general manager, program director, engineer, office manager, public relations practitioner, local and national sales managers.
9. Legal issues concerning FCC rules, use of copyrights, podcasting, streaming, defamation, and ethics.
10. Live broadcasting.
11. News broadcasting including news casting, formats, content, and sports.
12. Conducting on- and off-air interviews.
13. Producing airchecks and demo tapes.

8. Method of Instruction

a. Lectures.

b. Laboratory.

c. Guest speakers.

c. Remote broadcasts.

9. Methods of Evaluating Student Performance

1. In class quizzes and practical examinations such as creating a short news package in real time based on a prompt.
2. "On-air" performance.
3. Air checks.
4. Comparative analysis of students' writing, including differences in news, PSAs, and promotions.
5. Resume and cover letter.
6. Final objective examination.
7. Final portfolio including samples of work and documentation of accomplishments, along with reflective statements explaining learning process.

10. Outside Class Assignments

a. Students will write and produce several news stories and programs for broadcast and other media distribution.

b. Students will be required to complete four scheduled and assigned on-air hours a week for station continuity. Hours will be logged and accounted for.

11. Representative Texts

a. Representative Texts:

Hendricks, J.A., & Krause, J.M. *The Radio Station: Broadcasting, Podcasting, and Streaming* (10th ed.). Focal Press, 2018.

1. Supplementary texts and workbooks:

Collins, J., & Bee, A. *The Radio Handbook* (4th ed.). Routledge, 2021.

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Understand and critically analyze the functions and operations of radio stations.
2. Write, edit and produce news stories, packages and readers.
3. Write, edit and produce public service announcements, promotions and other productions.
4. Recognize and categorize the functions of radio station management and leadership.
5. Produce live and recorded radio programs.