



Syllabus

COURSE NUMBER/TITLE: RT 103 Introduction to
Radio Announcing

YEAR: Fall 2012

DEPARTMENT: Radio

CREDIT HOURS: 3

REQUIRED TEXT: No text

Announcing: Broadcast

DAYS/TIME:M-W

10:50 AM - 12:05 PM

INSTRUCTOR: Joe Vyzourek

ROOM: FER 405

OFFICE HOURS: See Posted schedule

PHONE: 460-5455

COURSE PLACEMENT: Radio Major
taking an on-air class

PRE-REQUISITE: Must be

RATIONALE:

The fundamentals of announcing include an ability to read effectively, interpret copy, ad-lib fluently, inform and entertain. .

COURSE DESCRIPTION:

Recommended co-requisites: RT168 (Radio On-Air Performance I) I). This is a required course for all radio and TV students. Students will begin development of on-air skills. Basic announcing techniques, news and sports announcing will be covered through review, comparison and critique of student and professional performances. Techniques are presented to improve voice and diction.

COURSE LEARNING OBJECTIVES:

Upon completion of this course, the student will have been introduced to all aspects of radio announcing: Radio news writing and announcing, play by play sports, weather, air personality performance, remote broadcasts, interviewing skills, and field reporting. Along with the announcing skills, students will also have a basic understanding of how to gather news and write a news story for broadcast. Students will also realize how to improve and care for their voices.

COURSE COMPETENCIES:

I. The Communicator in Modern Media

Describe the historical evolution of broadcasting.
Identify the communicator's role in modern media.
Explain the responsibilities and ethics of the modern broadcaster.
Determine the educational requirements of becoming a successful broadcaster.
Explain the nature of the broadcasting business.
Identify the benefits and drawbacks of working in the broadcast field.
Explain the importance of computer knowledge in broadcasting.

II. Improving the Speaking Voice

Describe basic vocal mechanics.
Explain how speech and voice evaluation affects your career.
Determine basic problems with broadcasting vocal delivery.
Identify speech and diction problems.
Explain methods of making the speaking voice more pleasing.
Establish exercises for maintaining the voice.

III. Understanding and Communicating the Message

Analyze the meaning and purpose of news copy.
Communicate words and phrases to bring meaning and impact to the message.
Identify key words that emphasize the meaning of the copy.
Explain the mood the copywriter wants to project.
Demonstrate how pace effects the meaning of copy.
Describe methods of communicating versus merely reading.
Highlight key words to maximize copy meaning.
Analyze phonetic spelling systems.
Demonstrate how rhythm and inflection affects copy
Explain steps in developing a delivery style.
Demonstrate how body language affects the message.
Demonstrate ad-libbing methods.
Demonstrate how to play to microphones.

IV. Radio Staff Announcing

Explain the staff announcer's job in a small market.
Explain the staff announcer's job in a medium market.
Explain the staff announcer's job in a large market.
Demonstrate operation of the on-air equipment.
Identify various programming formats.
Explain and demonstrate the importance of sounding "Local".
Perform with entertainment and tasteful humor.
Analyze on-air performance.
Demonstrate rewriting of Public Service Announcements for the listeners ear.
Identify sources for announcing preparation.

Demonstrate an understanding of rotation clock and format structure.
Establish air-checking skills.
Utilize listener phone calls during on-air shift.
 a. List the 17 steps to great on-air phoners
 b. Demonstrate how to enhance show with phoners
Explain use of drop-ins during on-air shift.
Demonstrate running a tight board shift.
Explain the importance of an air-check to career advancement.

V. Radio News Announcing

Discuss the different structures of broadcast news.

- a. Newscast
- b. Report
- c. Interview
- d. Documentary

Describe the function of a news director.

Analyze the difference between "Hard" and "Soft" news.

Discuss the requirements and duties of the journalist.

Demonstrate basic newswriting skills.

Explain field encounters with the right to privacy.

- a. Define libel and how to avoid it.
- b. Define slander and how to avoid it.

Demonstrate operation of radio field reporting equipment.

Analyze methods of news gathering.

Determine what is news worthy.

Describe elements of a radio newscast.

Present a newscast at acceptable quality level.

Demonstrate proficiency on news wire services.

Exhibit methods for vivid communication.

- a. Describe events with imagination
- b. Include sound in the story
- c. Make accurate mood changes
- d. Use and stress vivid words
- e. Pay attention to clarity in using actualities
- f. Develop a system for gauging time

CAREER DEVELOPMENT SKILLS

I. Time Management Skills

Set priorities or the order in which several tasks will be accomplished.

Explain the importance of deadlines in the broadcast industry.

Set aside preparation time for on-air performance.

Determine how specific activities will assist in accomplishing a task.

Estimate the time required to perform activities needed to accomplish a specific task.

to Locate information and select the materials, tools, equipment, or other resources
perform the activities needed to accomplish a specific task.

II. Materials Management

Identify and explain the use of common supplies in broadcasting.
Perform routine tasks related to equipment operation.

III. Money Management

Compare starting broadcast salaries to cost of living expenses.
Identify personal equipment costs in the broadcast industry.
Understand and describe various job hunting costs in the broadcast industry.

IV. Human Resource Management

Distinguish between positive and negative verbal and nonverbal communication.
Respond in a positive manner to employer suggestions and critiques.
Handle negative peer pressure.
Explain how marriage and single lifestyle influence work in the broadcast field.
Describe how to deal with negative pressures from peers in the workplace.
Develop a sensitivity to cultural differences.

V. Facility Management

Demonstrate knowledge of workplace products and/or services.
Exhibit the safe use of tools and equipment.
Organize work space.
Establish work flow.
Adjust to changes in work flow.

VI. Teamwork Skills

Identify skills needed to maintain effective work relations with colleagues.
Demonstrate brainstorming tactics with others in developing creative ideas.

VII. Computer Literacy

Load paper into a printer.
Demonstrate use of news/weather computer.
Explain importance of computer literacy in broadcast industry.
Identify industry publications.
Identify importance of the Internet in news & announcing preparation.
Utilize the computer in saving and recording on-air material for future reference.

VIII. Decision Making/Problem Solving

Judge the credibility of a source of information.
Recognize or identify the existence of a problem given a specific set of facts.
Ask appropriate questions to identify or verify the existence of a problem.
Generate alternative solutions to a problem.
Select a solution that represents the best course of action to pursue.

IV. Listening Skills

Select an appropriate listening style for a given situation.

Describe how to get the most out of a phone call for on-air performance.

Take a telephone message.

Ask questions to clarify oral instructions.

X. Speaking Skills

Provide constructive criticism.

Handle criticism, disagreement, or disappointment during a conversation.

Analyze the demographics of an audience and adjust style to fit the situation.

Initiate and maintain task focused or friendly conversations with another individual.

Initiate, and draw others into task focused or friendly conversations with other individuals.

Join in task focused group conversations.

XI. Negotiation Skills

Demonstrate negotiation skills in contract development.

Identify interests of other party.

XII. Learning Strategies

Seek feedback non-defensively.

Analyze feedback.

Give feedback.

Locate and use expert sources and peer support.

Understand importance of improvement and constant evaluation for on-air performance.

XIII. Work Ethics

List tangible and intangible rewards of broadcast industry work.

Demonstrate importance of punctuality and dependability on the job.

Demonstrate importance of working above and beyond the call of duty to perform at peak levels.

Realize that in the competitive market of the broadcast industry, one can never be satisfied with one's own performance.

XIV. Creative Thinking

Utilize resources in sparking the creative thinking process.

XV. Self-Management

Responsible for your own success.

Describe proper attitudes toward authority figures.

Explain how to bring one's personality across during on-air performance.

METHOD OF INSTRUCTION:

Students will learn announcing skills through a combination of class lecture and hands on experience. Students will also view and critique each other's on-air tapes and the tapes of professionals in the industry. Class participation is an important element in excelling at Introduction to Radio announcing.

METHOD OF EVALUATION:

Students' grades will be based on attendance, class participation, completion and quality of in-class daily assignments and homework, test scores, and performance improvement.

The following grading scale is used:

A	90 to 100%
B	80 to 89%
C	70 to 79%
D	60 to 69%
F	50% and below

COURSE REQUIREMENTS:**ATTENDANCE**

Students are required to attend class, on time, each time class meets. For **EVERY THREE** unexcused absences recorded, the student's final grade will drop **one letter** (three absences-one letter, six absences-two letters, etc.). Excused absences will include CCC sponsored activities (with signed excuse from the sponsor **and** prior arrangements to make-up missed work), illness, family emergencies, etc. In order for an absence to be excused the instructor must be notified prior to the absence (in the case of planned events), or as soon as the student returns to school (in the case of illness, emergencies, etc.). Excused absences are at the discretion of the instructor. Three tardies will count as one unexcused absence.

ASSIGNMENT POLICY:

Student's grades will be based on: attendance, quizzes, test scores, daily activities, radio newscasts and/or air-checks.

Students will be assigned newscasts or air-checks. Each tape must be recorded on cassette. News tapes can have a 10-second leeway on either side of the assigned time, for example: a 3-minute newscast can be 2:50 to 3:10 in length. Tapes must be rewound and the assignment must be at the beginning of the otherwise blank tape.

Tapes will be graded on vocal delivery, tape levels, credibility, mechanics, flow and on-air personality. Assignments not turned in on the due date will be docked one letter grade for every class period it is late (unless arrangements were made with the instructor **prior** to the due-date).

EXAM POLICY

All exams must be taken at the time and place originally designated by the instructor. If a student must miss an exam arrangements to re-take the test must be made prior to the exam date. In case of serious illness or other emergency the student must contact the instructor by phone or in person as soon as possible after the exam date or first thing on the day the student returns to school. The student should be prepared to make up the exam at **any** time following their return to school.

Academic Integrity

Colby Community College defines academic integrity as learning that leads to the development of knowledge and/or skills without any form of cheating or plagiarism. This learning requires respect for Colby's institutional values of quality, service and integrity. All Colby Community College students, faculty, staff, and administrators are responsible for upholding academic integrity.

Cheating is giving, receiving, or using unauthorized help on individual and group academic exercises such as papers, quizzes, tests, and presentations through any delivery system in any learning environment. This includes impersonating another student, sharing content without authorization, fabricating data, and altering academic documents, including records, with or without the use of personal and college electronic devices.

Plagiarism is representing or turning in someone else's work without proper citation of the source. This includes unacknowledged paraphrase, quotation, or complete use of someone else's work in any form. It also includes citing work that is not used and taking credit for a group project without contributing to it.

The following procedure will be used for students who violate the policy:

- First Offense – Student will receive a zero for the assignment and the student will be reported to the Dean of Academic Affairs.
- Second Offense – The student will be reported to the Dean of Academic Affairs and removed from the class.
- Third Offense – The student will be reported to the Dean of Academic Affairs and dismissed from the college.

Any questions about this policy may be referred to the Dean of Academic Affairs.

DRESS CODE

Students are required to wear shirt and shoes at all times. Jeans, shorts and casual attire are acceptable. Students are expected to maintain reasonable personal hygiene.

GENERAL CONDUCT

Students are expected to conduct themselves in an orderly and reasonable manner at all times. Shouting, loud whistling or other loud noises that might disrupt other tenants of Ferguson Hall are not allowed.

TOBACCO

No smoking in Ferguson Hall. The use of chewing tobacco is prohibited in Ferguson Hall. If students smoke outside the building they must remove cigarette butts and other trash before they leave.

FOOD & DRINK IN BUILDINGS

No eating or drinking is allowed during class. No food or drink is allowed in the radio area.

SEXUAL HARASSMENT

All state, federal, and college sexual harassment rules apply to broadcasting students.

USE OF BROADCASTING FACILITIES

Colby Community College has invested tens-of-thousands of dollars in new equipment, remodeled space and other facilities in order to enhance the student's educational experience. Students are expected to use reasonable and appropriate care when using these facilities.

Equipment and materials removed from storage for use must be returned in the same condition when finished. Trash and other waste materials must be placed in the proper receptacles. Damage, spills, etc. must be reported to faculty or maintenance staff immediately. Use of broadcasting department equipment for personal projects is prohibited unless specific arrangements are made with the instructor beforehand. No broadcasting department equipment is to be removed from Ferguson Hall unless specific arrangements are made beforehand with the instructor.

BIBLIOGRAPHY:

Micheal May, Building With the Basics

Dan O'Day, The Dangerous Air Personality

O'Donnell/Hausman/Benoit, Announcing

Dan O'Day, The On-Air Personality

John R. Hitchcock, Sportscasting

"California Air-Check" (air-check service)