



Syllabus

COURSE NUMBER/TITLE: RT 219 Advanced Radio
Production & Copywriting

YEAR: Fall 2012

DEPARTMENT: Radio

CREDIT HOURS: 3

RECOMMENDED TEXT: *Modern Radio Production*

DAYS/ Tuesdays and Thursdays

12:15 PM - 1:30 PM

6th Edition, Hausman, Benoit, Messere, O'Donnell

INSTRUCTOR: Joe Vyzourek

ROOM FER radio station

OFFICE HOURS: See Posted Schedule

PHONE: 460-5455

COURSE PLACEMENT: Radio Majors

PRE-REQUISITE: RT111

Introduction to Radio

Production & Copywriting

RATIONALE: Students who enter the field of broadcasting will be expected to perform various duties in a radio station, and most often some form of production. This course will provide solid background for all forms of production and copywriting duties the student will encounter in a professional radio station or production house.

COURSE DESCRIPTION: This course is designed to provide sophomore radio students the opportunity to write and produce radio commercials in digital studios. Advanced computer production techniques are demonstrated and practiced by students. Donator acknowledgments sold by the sales and marketing students are written and produced in this class then aired on the KTCC radio station. This is a practical course essential to any individual seeking a career in radio broadcasting.

COURSE LEARNING OBJECTIVES:

Upon completion of this course, students will possess a sound understanding of the copywriting process:

- Straight Commercials
- Humorous Ads
- Hard-Sell spots
- Soft Sell advertisements
- Brainstorming

Developing a creative ad campaign utilizing “theatre of the mind” techniques is an important aspect to this course, however students will learn that just as on Broadway there are more bombs than hits, and creativity can have an adverse affect to commercial production.

Students will have extensive knowledge of the Adobe Audition upon completion of the class

Students will understand and deal with the hectic pace of a radio production room.

Students will work with the sales staff to develop an effective advertising campaign for clients.

COURSE COMPETENCIES:

I. Sound

Describe difference between non-linear and digital.

Describe the different elements of audio processing:

1. Equalization
 - a. Low End filter
 - b. Mid-range filter
 - c. High end filter.
2. Dynamic Range Circuit
 - a. Compression
 - b. Limiter
 - c. Threshold
 - d. Attack time
 - e. Release time
 - f. De-essers
 - g. Expanders and Gates
 - h. Sampling

Describe difference between echo and reverb.

Demonstrate panning techniques.

II. Microphone

Demonstrate proper positioning of microphone for a variety of effects.

Explain what a microphone pre-amp is and why it's used.

III. Digital Audio Workstation (Adobe Audition)

Record a digital signal.

Create a sound file.

Create an edit list file.

Transform an edit list file to Sound WAV or MP3.

Burn or record a sound wav to compact disc.

Paste elements of a sound file to another sound file.

Demonstrate use of the internal Effects Processor.

Manipulate internal volume controls.

Select fades to the end of sound files.

IV. Console

Demonstrate the AUX send.

Demonstrate the EFFECTS return.

Identify the various connectors: XLR, RCA, Quarter inch plug, mini plug.
Describe what is meant by balanced input.

VI Monitors

Describe how audio monitor quality can affect sound.
Explain the importance of good quality headphones.
Realize the hearing damage that can be caused by excess headphone volume.
Describe desirable monitor placement in a production facility.

VII Copywriting

Develop an ad campaign for a local business.
 a. Develop a central theme to the campaign.
 b. Create spec spots for the client.
Describe the difference between hard sell and soft sell.
Writes and produces an image spot.

CAREER DEVELOPMENT SKILLS

I. Listening Skills

1. Follow Oral Instructions.
2. Reduce Barriers (or interference) that may impede effective listening.

II. Oral Communication

1. Use interviewing techniques to gather information.
2. Participate in-group communication activities.
3. Demonstrate concise, impromptu speaking skills.
4. Give oral directions.

III. Writing

1. Uses language, organization, and format appropriate to the subject matter, purpose, and audience.
2. Check, edit, and revise for correct information, appropriate emphasis, grammar, spelling, and punctuation.

IV. Computer Literacy

1. Define, understand, and use common computer terminology.
2. Compose, organize, and edit information using a computer.
3. Use functions to store, query, retrieve, and sort software.
4. Select and use subject-specific and industry-specific software.
5. Access, navigate, and use on-line services.
6. Send and receive E-mail messages, voice messages, and faxes.

V. Human Relation Skills

1. Demonstrates interpersonal skills.
 - a. Tact and diplomacy
 - b. Respect for others
 - c. Respect for diversity
 - d. Positive attitude.

VI. Teamwork

1. Participate in team tasks.

VII. Time Management

1. Overcome procrastination and meet deadlines.

VIII. Work Ethics

1. Apply employee rules, regulations, and policies in a given occupational area including:
 - a. Punctuality and dependability
 - b. Responsibility for position

IX. Career Planning

1. Develop a financial expectation.
2. Participate in career exploration activities.
3. Recognize potential impact of career choice on family and personal life.

METHOD OF INSTRUCTION:

Students will learn radio production techniques through a combination of class lecture and a *heavy* emphasis of hands-on applications. In class we will view and discuss the student's production assignments. Outside commercial production samples will also be utilized to show the right and wrong way to create commercials, and to determine what type of commercials are most effective in achieving results by creating listener excitement in the advertised product or service. Students will work on the majority of assignments outside of class time.

METHOD OF EVALUATION:

Student's grades will be based on attendance, class participation, completion and quality of in-class daily assignments and homework assignments, and test scores. Students will be graded on:

Creativity
Copy content
Copy and production flow
Delivery
Effects usage
Music choice
Overall impact

The following grading scale will be used:

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

Written spots are worth 50 points.

Produced spots are worth 50 points.

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.

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: Production assignments will be given each class period. Students will produce a variety of assignments reflecting the expectations of a professional radio station:

- *Students will write and edit copy.
- *Students will produce donor acknowledgments written in class.
- *Students will take ineffective radio spots taken from outside sources and formulate them into effective radio spots.
- *Students will be expected to take notes, from an advertising salesperson, and create an effective spot.

*Extra credit will be given to students who are not behind in their regular assignments.

Extra credit points can be earned by reproducing on-air donor acknowledgments that have outlived their effectiveness, or by producing new promos. Extra credit spots must be pre-approved by instructor and must follow guidelines of regular assignments.

*Production assignments will be :15 spot, :30 spot or :60 in length with a one second leeway on either side. Example: a :30 spot can be :29, :30, or :31. Students will be graded on tape levels, music usage and choice, vocal delivery, and overall effectiveness of the spot. In the broadcast industry, if a spot is late, revenues and an employee's job may be lost; students should take the professional route and hand in spots on time. 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).

Production assignments will be saved on the production room PCs as a MP3 file. Some assignments will be burned on to CD.

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.

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 or television areas. Students may eat and drink in the work area adjacent to the television studio entrance.

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: Information and materials used in this course are taken from the following:

Gross/Reese, Studio and Equipment 2nd edition
Hagerman, Broadcast Advertising Copywriting
Ty Ford, Advanced Audio Production Techniques
Bruce H. Siegel, Creative Radio Production
Ocean/Moss/O'Day, Tasty Radio Production Tips
Bolen, Advertising 2nd edition
Ziegler/Howard, Broadcast Advertising
"Radio and Records" (weekly periodical)
"California Air-Check" (air check service)
Samples taken from local and national radio stations
Traffic order forms based on forms from KJLS radio station in Hays, KS. and KKCI radio station in Goodland, KS.