

Syllabus
COMM 3351-01
Radio Program Production

Spring 2005
T,Th 2:00
HU 134

Instructor: Dr. Glenn Novak, Professor Emeritus of Mass Communications
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Office Hours: T,Th 1:00-2:00 pm and 4:45-5:45 pm

Text: None

Supplies Needed:

One audiocassette (60 minute total time) and/or one CD-R

Course Description: Instruction in the operation of radio technology and introduction to the production of radio programs. Opportunity for practical experience with university radio station.

Course Prerequisite: COMM 1154

Course Learning Outcomes (Goals) and Relationships to Degree Learning Outcomes:
Students successfully completing this course will be capable of:

1. Operating a multi-channel radio mixing board (*This learning outcome supports degree program learning outcome #4: Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, stylistic, technical, ethical, and legal considerations*).

2. Editing audiotape (*This learning outcome supports degree program learning outcome #4: Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, stylistic, technical, ethical, and legal considerations*).

3. Properly operating microphones, tape decks, CD players/recorders, cart machine, MD (*This learning outcome supports degree program learning outcome #4: Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, stylistic, technical, ethical, and legal considerations*).

4. Writing and producing radio spots (*This learning outcome supports degree program learning outcome #3: Students will develop the ability to write mass media messages*).

with accuracy, clarity, and brevity on deadline and within varying stylistic, ethical, and legal considerations, and also degree program learning outcome #4: Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, stylistic, technical, ethical, and legal considerations).

5. Writing and producing a personal radio “think-piece” (*This learning outcome supports degree program learning outcome #3: Students will develop the ability to write mass media messages with accuracy, clarity, and brevity on deadline and within varying stylistic, ethical, and legal considerations, and also degree program learning outcome #4: Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, stylistic, technical, ethical, and legal considerations).*

6. Writing and producing an effective short radio news story (*This learning outcome supports degree program learning outcome #3: Students will develop the ability to write mass media messages with accuracy, clarity, and brevity on deadline and within varying stylistic, ethical, and legal considerations, and also degree program learning outcome #4: Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, stylistic, technical, ethical, and legal considerations).*

Course Content: This course will focus upon two primary areas, *writing* for radio and *producing* for radio. Sometimes a station manager or program manager will simply hand you something already written, and you will have to produce it. More often than not, however, especially at smaller stations, you will be expected to both write and produce the material.

Grading:

Project #1:	Think piece	15%	due 2/3
Project #2	Donut commercials	15%	due 2/24
Project #3:	60 second spot	20%	due 3/17
Project #4:	News Story	20%	due 4/21
	Three quizzes each worth 10%	30%	

Grades in this course will be computed using the following system:

A=4.0 A-=3.7 B+=3.3 B=3.0 B-=2.7 C+=2.2 C=2.0 C-=1.7 D+=1.3 D=1.0 D- =0.7 F=0

Note: The grades you will receive on the projects will depend on both the quality of the written script and the quality of the tape/CD produced.

Due Dates: All projects are assigned specific due dates. Projects will be turned in using cassette tape or CD. Do not turn in projects on MD, cart, open reel tape, or computer disk. Late projects will receive an F. No make-up work for projects or quizzes.

A grade of incomplete will not be given without proper supporting documentation. A grade of F will be recorded for missed tests, projects, and other work. You must get an A or B in this course to be eligible to take Advanced Radio Production under COMM 4481, Independent Study.

Plagiarism: Work that is determined to be not your own will receive an F and you may be failed automatically in the course at the discretion of the instructor.

Budget your time so that you will be able to complete all projects by their due dates. Do not wait until the last minute. The lab will be every heavily booked during the last several weeks.

Report any equipment malfunctions, real or imagined, to Dr. Novak or to Teresa Yates in HU 139 as soon as possible.

There is no smoking, drinking, or eating in HU 132 at any time. Be sure that the door is locked when you leave the room after your lab session. Clean up any mess from splicing or other production. Do not leave any of your own tapes, CD's, records, books, or other belongings in HU 132 when you are not in the room personally.

To get HU 132 unlocked for your use, see Teresa Yates or her assistant in HU 139. Give your name as it will be cross-checked against a master list. Dr. Novak will also be able to let you into HU 132.

Check out tapes for various lab exercises from Teresa Yates in HU 139. You must leave your ID card to get materials. You should schedule use of the lab by signing on the schedule sheet on the door to HU 132. Abide by the time restrictions, which may vary from week to week. You forfeit your time if you are ten minutes or more late and there is someone waiting to use the room. Call Teresa Yates at 678-839-6518 if you must cancel your reserved time slot. During the first weeks of class we may split the class into two crews to learn the equipment on a more individualized basis. On those dates, half the class will work with the instructor in the lab while the other half is given another assignment. You will be notified ahead of time when this procedure is going to be in effect. Show up for labs! This is your only time to learn the audio board and associated equipment under the direct supervision of your instructor.

The deadline to drop this class is January 12, 2005. The last day to withdraw with automatic "W" is March 3, 2005. Failure to drop or withdraw by these dates constitutes an explicit and unconditional acceptance of all terms on this syllabus. No make-up work is given. No extra credit available.

Group A

crew chief:

Group B

crew chief:

Weekly Outline (subject to modification as necessary)

Week 1

Jan 11 Introduction to course, distribute syllabus, crews and labs
Jan 13 Equipment overview. Assign Project #1. Carmen del Zell tape.

Week 2

Jan 18 Introduction to radio lab equipment, group A
Jan 20 Introduction to radio lab equipment, group B

Week 3

Jan 25 Review of lab demo, mic and line mixing, recording
Jan 27 Review of sample tapes and scripts

Week 4

Feb 1 Introduction to audio editing
Feb 3 **Project #1 due.** Assign Project #2. Donut commercials.

Week 5

Feb 8 Audio boards, mics, tape, digital media. Return Project #1.
Feb 10 Introduction to Cool Edit Pro/Adobe Audition software

Week 6

Feb 15 Audio editing demos for group B
Feb 17 Audio editing demos for group A

Week 7

Feb 22 Review of digital editing
Feb 24 **Project #2 due.** Assign Project #3. Concept to completion. Stephen King.

Week 8

Mar 1 Return Project #2. Radio commercials and PSA's. Writing the script.
Mar 3 Samples of humorous radio spots. Talent: Dick & Bert, Ralph & Wanda.

Week 9

Mar 8 TBA
Mar 10 TBA

Week 10

Mar 15 Intro to news & documentary programming. Recording in the field. Marantz.
Mar 17 **Project #3 due.** Assign Project #4. Chi Phi news story. Interviewing.

Spring Break

Week 11

Mar 29

Group A: practice news actualities. Return project #3.

Mar 31

Group B: practice news actualities.

Week 12

Apr 5

News actuality gathering and production techniques.

Apr 7

Analysis of sample radio documentaries and news.

Week 13

Apr 12

Group B: advanced Cool Edit Pro

Apr 14

Group A: advanced Cool Edit Pro

Week 14

Apr 19

Other radio forms: radio drama.

Apr 21

Project #4 due. Announcing. The radio air check demo.**Week 15**

Apr 26

Other radio forms: radio comedy. Course evaluation.

Apr 28

Return Project #4, play samples. Course wrap-up.