GENERAL INFORMATION
Instructor: Brad Yates, Ph.D.
Office: Humanities 151
Department of Mass Communications
University of West Georgia
Office Hours: Tuesday/Thursday 11:30 a.m.-12:30 p.m.
By Appointment
Telephone: (678) 839-4938
E-mail: byates@westga.edu
myUWG: http://myuwg.westga.edu

Important Note: Read this entire course syllabus carefully. You are responsible for all the information contained herein. Ignorance of the policies of the class will not be an acceptable excuse.

OFFICE HOURS
I am available to address matters of concern during my office hours. If those hours are not convenient, please schedule an appointment with me. If you visit my office at other times, I may not be available because of other duties I must attend to.

If you have problems in the class, it is YOUR responsibility to initiate contact with me. I cannot help you if you do not communicate with me. Let me know of any problems early in the summer session. I will not accept excuses for poor performance or missing assignments and quizzes, especially late in the summer session.

TEXT & ADDITIONAL MATERIALS

2. You will be assigned to listen to various broadcast or online radio programs and given additional readings from selected textbooks, newspapers, magazines, and Web sites throughout the summer session.

   *It is not possible to successfully complete the requirements of COMM 3351 without reading the textbook and additional materials.

ABOUT THE COURSE
COMM 3351 is an introduction to radio technology and radio program production techniques through lecture and laboratory experiences. You will learn how to operate basic radio equipment and develop basic radio production skills by producing several projects.
Department of Mass Communications Learning Outcomes:
1. Students will be able to understand critically the origin, development and paramount economic, legal/policy, social and effects issues of mass media.
2. Students will be able to understand critically structure and process of mass media industries within economic, legal, and ethical considerations.
3. Students will develop the ability to write mass media messages with accuracy, clarity, and brevity on deadline and within varying style, ethical, and legal considerations.
4. Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, style, technical, ethical, and legal considerations.
5. Students will be able to gain practical experiences to apply and test knowledge and skills, and to network with professionals.
6. Students will be encouraged to engage in interdisciplinary scholarship.
7. Students will be provided a foundation for graduate study in communication.

Course Learning Outcomes:
1. The student will develop an understanding of the basic equipment, terminology, and production techniques used in radio production.
2. The student will gain knowledge of the basic skills to produce radio programming.
3. The student will develop a basis for critical evaluation of production techniques used in radio and audio production.
4. The student will develop an understanding of the nature of production and its relationship to radio program formats.

GRADING POLICY
Grades earned in this class are based solely on the following:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (10 out of 12 quizzes-drop the lowest 2)</td>
<td>100 points</td>
</tr>
<tr>
<td>Listening Assignment</td>
<td>25 points</td>
</tr>
<tr>
<td>Lab Assignment #1 (Adobe Audition-Record &amp; Layer Sources)</td>
<td>25 points</td>
</tr>
<tr>
<td>Lab Assignment #2 (Adobe Audition-Produce News Field Report)</td>
<td>25 points</td>
</tr>
<tr>
<td>Lab Assignment #3 (Adobe Audition-Produce Commercial)</td>
<td>75 points</td>
</tr>
<tr>
<td>Produce a PSA or Promo to air on The WOLF</td>
<td>50 points</td>
</tr>
<tr>
<td>Team Project #1 (Conduct and Edit Interview)</td>
<td>75 points</td>
</tr>
<tr>
<td>Team Project #2 (Produce “Live” Drive Time Segment)</td>
<td>125 points</td>
</tr>
<tr>
<td>Total</td>
<td>500 points</td>
</tr>
</tbody>
</table>

**Grading Scale:** (Points needed to receive grade)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>450-500</td>
</tr>
<tr>
<td>B</td>
<td>400-449</td>
</tr>
<tr>
<td>C</td>
<td>350-399</td>
</tr>
<tr>
<td>D</td>
<td>300-349</td>
</tr>
<tr>
<td>F</td>
<td>299 and below</td>
</tr>
</tbody>
</table>

*Note: I reserve the right to change the assignments and point values in an effort to meet the objectives of the course. Ample notice will be provided if such changes are made.

**Quizzes:** Twelve (12) quizzes will be administered during the summer session via CourseDen (D2L). The quizzes will be a combination of Multiple Choice, True/False, and Fill-in-the-Blank and will cover textbook chapters, lectures, handouts, audio programs, videos, films, and online content presented in class. Each quiz is worth 10 points toward your final grade (100 points total). The two lowest quiz grades will be dropped.
**Listening Assignment: One (1)** listening assignment will be required in an effort to improve your ability to critically analyze a radio program’s content and production value. This assignment will be worth 25 points. Details will follow in handouts.

**Lab Assignments: Three (3)** specific lab assignments will offer you the opportunity to develop radio production skills necessary to produce radio programs. Two assignments are worth 25 points each and one assignment is worth 75 points (125 points total). Details will follow in handouts.

**Team Projects: Two (2)** team projects will be required in this course. The first project is an exercise in editing. The second project requires you to produce a “live” 15 minute segment. Team project one is worth 75 points and the second one is worth 125 points (200 points total). Details will follow in handouts.

**PSA/Promo:** You will produce a 30 or 60 second PSA or Promo for a non-profit organization or a campus organization or department to air on The WOLF. This assignment is worth 50 points. Details will follow in handouts.

**ATTENDANCE**
You are expected to be in class. You are responsible for all material if you miss class including equipment training, turning in assignments on time, and taking quizzes when scheduled.

**LATE/MAKE-UP ASSIGNMENTS & QUIZZES**

Late assignments: Late assignments will be accepted at my discretion. If a late assignment is deemed acceptable, it will suffer a half a letter grade penalty for each day (not class meeting) it is late.

Make-up assignments and quizzes: Any make-up assignments or quizzes will be administered at my discretion. All requests to make-up assignments or quizzes must be substantiated with official documentation as to why you were absent and unable to complete your work. Acceptable situations include a serious incapacitating illness or a death in your family, among others.

**HANDOUTS**
You are responsible for collecting all handouts at the time they are distributed. If you are absent, you have TWO DAYS to collect the materials. After TWO DAYS, do not ask me for copies of handouts. I will not keep extra copies! Most handouts will be posted on CourseDen (D2L).

**COMMUNICATION WITH THE INSTRUCTOR**

<table>
<thead>
<tr>
<th>Communication Tools</th>
<th>Rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>CourseDen (D2L)</td>
<td>Use this account as the primary method of communication for the duration of this course. Class-related inquiries should be sent in CourseDen (D2L) e-mail.</td>
</tr>
<tr>
<td>UWG E-mail Account</td>
<td>Use this account for all non-class related inquiries. General class-related inquiries may be copied to this address. The official university communication to students is through campus e-mail (myUWG): <a href="http://myuwg.westga.edu/cp/home/loginf">http://myuwg.westga.edu/cp/home/loginf</a>. Be sure to access this several times a week to keep up-to-date on important information from the university.</td>
</tr>
<tr>
<td><a href="mailto:byates@westga.edu">byates@westga.edu</a></td>
<td></td>
</tr>
<tr>
<td>My Response Time</td>
<td>Necessary responses to your e-mail inquiries will be sent within 36 hours or less unless there are extenuating circumstances that do not allow for a response within the designated timeframe.</td>
</tr>
<tr>
<td>Google Voice</td>
<td>Use this number to leave class-related voicemails or texts.</td>
</tr>
<tr>
<td>678-752-7239</td>
<td></td>
</tr>
<tr>
<td>Office Phone</td>
<td>Use this number for all non-class related inquiries unless we have made special arrangements to converse via phone.</td>
</tr>
<tr>
<td>678-839-4938</td>
<td></td>
</tr>
</tbody>
</table>
Emergencies

If you have to contact me because of an emergency, you may use CourseDen (D2L) e-mail, my e-mail, office phone, or Google Voice.

ACADEMIC DISHONESTY

Academic dishonesty is NOT tolerated. It will result in failure on assignment(s) as well as possible disciplinary sanction(s) in accordance with the academic misconduct policy as stated in the latest Connection and Student Handbook. University of West Georgia Honor Code defines academic dishonesty as cheating, fabrication, plagiarism and facilitating or allowing academic dishonesty in any academic exercise.

Cheating: using or attempting to use unauthorized materials, information or study aids
Fabrication: falsification or unauthorized invention of any information or citation
Plagiarism: representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Academic dishonesty in any form compromises your grade and lowers the quality of your diploma. A fellow student who cheats may actually lower your grade, sometimes causing unfair and inflated grading scales. I hope each of you values your college education enough to protect yourself from dishonest classmates. If you are aware of cheating taking place, please contact Dr. Camilla Gant, chair of the Department of Mass Communications, or me and proper action will be taken.

SPECIAL NEEDS STUDENTS

I will make special arrangements for students with special needs. Don’t wait until after the first quiz or assignment to talk with me! Don’t try and “wing it” without telling me about your particular problem or needs. If you need special accommodations for quizzes or assignments, let me know early, not a few days before a quiz. I am here to facilitate your learning, but I need to be informed to do so.

RULES FOR RADIO LAB

1. Use facilities only during class time or under the supervision of authorized personnel or after sufficient training.

2. Sign up sheets will be available for you to schedule time in the Radio Lab. Sessions will be limited to TWO (2) HOURS, unless no one else has signed up once your two hours have expired. Working after hours is permitted. Your UWG ID card will allow you to gain access to the lab 24 hours a day. You will be permitted to bring “talent” to your lab sessions, but your “talent” must always be accompanied/supervised by you. Radio Lab privileges will be revoked if anyone is caught allowing someone other than students enrolled in COMM 3351-Radio Program Production to use the lab. If privileges are revoked, assignments are still due as indicated in the syllabus.

3. Do not operate anything until you understand it.

4. Put equipment and supplies where they are to be properly stored when you or the class are finished using them.

5. Never "force" anything. If you think something isn’t working properly or is malfunctioning, notify me or Radio Lab Supervisor immediately.

6. NO EATING, DRINKING, SMOKING, OR TOBACCO CHEWING IN THE RADIO LAB. ABSOLUTELY NONE! FAILURE TO DO SO WILL FORFEIT YOUR RIGHT TO USE THE LAB WHETHER YOU HAVE A
PROJECT DUE OR NOT. THIS APPLIES TO YOU AND ANY OUTSIDE TALENT YOU MAY BRING IN FOR YOUR PROJECT.

7. Do not step on any cables.

8. Respect equipment as if it were your own. It is expensive and crucial to your successful completion of this course. If you abuse equipment, harsh academic and/or financial consequences could result.

9. Do not attempt to repair equipment. Do not take apart any equipment.

10. Use courtesy and patience with each other when working in teams. Do not physically or verbally abuse other people.

11. Watch your time so as not to go overtime and start eating into the allotted time slot of another student.

TIME AND LIMITED EQUIPMENT

- Time is a critical element in radio production. Each student is responsible to be ready for lectures and labs on time. If it is your turn to do your production, be ready. There will be no postponements. Make sure your script, props, talent, etc. are ready to go when it is your turn. If you fail to do your production when it is your turn, you will get a zero for that assignment. There are 15-18 students and a limited amount of equipment and class time, so our schedules will be tight. Be ready. Be on time. Plan ahead.

- Equipment is limited. Thus, you must properly sign out each piece of equipment from the Department of Mass Communications office, which is located in Humanities 139. Teresa Yates, administrative assistant, or one of her student assistants or the Radio Lab Supervisor, or I can check out equipment to you. When the equipment is in your possession, you will be responsible for it. Please do a complete check of your location. For any item that you do not return, you will be liable for it, and I maintain the right to withhold your final course grade until the items are returned or replaced.

BEHAVIOR IN THE CLASSROOM

You do not need me to tell you how to behave in a classroom environment. However, I want you to know what I expect from you in order to avoid embarrassing situations.

- You are expected to participate in class discussions and critiques. Comments should be constructive and not personal. Feel free to speak your mind during class, no matter how outrageous your comments may be. I expect, however, that you show respect to your classmates. If you disagree with their point of view or their artistic interpretation, please express that disagreement in a way that is not offensive.

- I will be well aware of the clock during our class meetings. Therefore, please refrain from slamming books and closing backpacks until the class is over! I will be respectful of your schedules and will not purposely keep you longer than our allotted time; however, there may be occasions that we complete our tasks for the day, but still need to put the radio lab in order. Everyone is required to return the radio lab to its proper state after use or suffer a grade penalty.
• Turn off all cell phones or put them on silent. If a phone rings or vibrates, I reserve the right to answer the phone or respond to a text and to ask you to leave class.

CLASS SCHEDULE
(The class schedule and assignments are subject to change in order to accommodate guest speakers, reinforce course material, and maintain some flexibility. Additional reading and listening assignments will be made throughout the semester. You are responsible for all material assigned.)

June

Week One
Mon. 03-
• Syllabus review
• Radio Lab orientation
• Handout on Lab #1-Adobe Audition-Record & Layer Sources
• Handout on Listening Assignment
Tues. 04-
• Ch. 1-Production in Modern Radio
• Ch. 2-The Console
• Ch. 6-Electronic and Physical Editing
• Adobe Audition Training
Wed. 05-
• Ch. 13-Radio Production for News and Public Affairs
• Handout on Lab #2-Produce News Field Report
• Field Report and Recorder Training
• Quizzes 1 & 2 (Chapters 1 & 2) Due @ 11:59 p.m. via CourseDen (D2L)
Thur. 06-
• Ch. 8-Live, On-Air Production
• Vocal Training
• Listening Assignment Due @ 11:59 p.m. via Dropbox in CourseDen (D2L)
Fri. 07-
• Handout on Lab #3-Produce Commercial
• Quizzes 3 & 4 (Chapters 6 & 13) Due @ 11:59 p.m. via CourseDen (D2L)

Week Two
Mon. 10-
• Ch. 5-Microphones and Sound
• Commercial Copy Due in Class @ 12:30 p.m.
Tues. 11-
• Lab #1-Adobe Audition-Recording & Layering of Sources Due @ 12:30 p.m. via Dropbox in CourseDen (D2L)
• Handout on Team Project #1- Conducting & Editing An Interview
Wed. 12-
• Ch. 10-Achieving An Effect
• Ch. 12-Commercial Production
• Combo Exercise Demo
• Quizzes 5 & 6 (Chapters 5 & 8) Due @ 11:59 p.m. via CourseDen (D2L)
Thur. 13-
- Ch. 7-Recorded Program Production
- Lab#2-News Field Report Due @ 12:30 p.m. via Dropbox in CourseDen (D2L)
- Handout on Team Project #2-Produce Drive Time Segment
- NOTE: This is the last day to withdraw with a “W” grade; Students withdrawing after midnight will receive a grade of WF. Be advised: a WF grade calculates as an “F” in the GPA.

Fri. 14-
- Ch. 9-More about the Computer in Radio Production
- Commercial Rough Cut Due @ 12:30 p.m. via Dropbox in CourseDen (D2L)
- Quizzes 7 & 8 (Chapters 10 & 12) Due @ 11:59 p.m. via CourseDen (D2L)

**Week Three**

Mon. 17-
- Ch. 11-Drama and Dramatic Elements
- Ch. 14-Remote and Sports Production

Tues. 18-
- Lab #3-Radio Commercial Due @ 12:30 p.m. via Dropbox in CourseDen (D2L)

Wed. 19-
- Pre-production for Team Project #2
- Quizzes 9 & 10 (Chapters 7 & 9) Due @ 11:59 p.m. via CourseDen (D2L)

Thur. 20-
- Pre-production for Team Project #2
- Team Project #1-Edited Interview Due @ 12:30 p.m. via Dropbox in CourseDen (D2L)

Fri. 21-
- Pre-production for Team Project #2
- Quizzes 11 & 12 (Chapters 11 & 14) Due @ 11:59 p.m. via CourseDen (D2L)

**Week Four**

Mon. 24-
- Pre-production for Team Project #2
- PSA or Promo Due @ 11:59 p.m. via Dropbox in CourseDen (D2L)

Tues. 25-
- Record Team Project #2

Wed. 26-
- Reading Day

Thur. 27-
- Final Instruction/Exam Period (12:30-2:30 p.m.)
- Course Review
- Record Team Project #2

**NOTE:** August 1, 2013: *Graduation Application Deadline for Fall 2013*

**Acknowledgments:** I wish to acknowledge and thank Dr. Glenn Novak for allowing me to use parts of his syllabus to design this one. His materials and advice are greatly appreciated! I also wish to acknowledge Dr. Fritz Messere and Dr. Nola Heidlebaugh and thank them for writing the instructor’s manual to *Modern radio production: Production, programming, and performance*. Their suggestions have been incorporated into the design of this course.