Radio
Associate in Applied Science Degree in Radio/TV

Radio, one of the two options of the Radio/TV program, prepares students for employment as radio announcers, producers, news reporters, salespersons, copywriters, and other entry-level positions. Radio classes involve practical hands-on work with state-of-the-art audio production studio equipment including radio consoles, digital recording and editing equipment, digital media players, and newswire services. Facilities include complete stereo radio production studios and digital audio workstations.

In addition to practical and theoretical instruction, the Radio program provides a course of study emphasizing and developing communication skills. Qualified students intern at a radio station. Pursued either full-time or part-time, the complete program is available through a combination of daytime and evening attendance.

Radio is a career-oriented program leading to employment following graduation or transfer to four-year institutions. Radio graduates are employed by radio stations in the New Jersey, New York, and Philadelphia areas and other markets in the eastern United States.

Mercer graduates have transferred to a number of colleges and universities in New Jersey and other states, including Rutgers University, The College of New Jersey, Montclair University, Monmouth University, Rowan University, William Paterson State College, Syracuse University, Ithaca College, Emerson College, Temple University, New York University, Boston University, University of Maryland, and UCLA.

Admission to the program requires a high school diploma or its equivalent.

**PROGRAM OUTCOMES**

- Operate radio studio equipment including broadcast consoles, analog and digital recording devices, digital media players, and computerized music playback systems;
- Write and edit commercial and news copy;
- Perform digital editing and multi-track sequencing on digital audio workstations;
- Produce and announce radio news, commercial programs, and voiceovers;
- Distinguish and discuss the difference between radio formats;
- Prepare and post a podcast;
- Identify different advertising and marketing models utilized in social media;
- Interpret audience data using analytics;
- Work cooperatively with colleagues;
- Achieve entry-level professional competence for a position in commercial, educational, or public radio broadcasting.

**Curriculum**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course (lecture/studio hours)</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>FIRST SEMESTER</strong></td>
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<tr>
<td>CMN 101</td>
<td>Mass Media (3/0)</td>
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<tr>
<td>CMN 141</td>
<td>Introduction to TV Production (2/2)</td>
<td>3</td>
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<tr>
<td>CMN 151</td>
<td>Introduction to Radio (2/2)</td>
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<tr>
<td>CSW 100</td>
<td>College Success and Personal Wellness (2/0)†</td>
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<td>ENG 101</td>
<td>English Composition I (3/0)</td>
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<tr>
<td><strong>SECOND SEMESTER</strong></td>
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<tr>
<td>CMN 111</td>
<td>Speech: Human Communication (3/0)</td>
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<td>OR</td>
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<td>CMN 112</td>
<td>Public Speaking (3/0)</td>
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<td>Digital Audio Production I (2/2)</td>
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<td>CMN 161</td>
<td>Writing for Media (3/0)</td>
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<td>DMA 144</td>
<td>Internet Tools and Techniques (1/4)</td>
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<td>Computer Concepts with Applications (2/2)</td>
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<td>ENG 102</td>
<td>English Composition II (3/0)</td>
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<td><strong>THIRD SEMESTER</strong></td>
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<td>CMN 146</td>
<td>Social Media Technologies (2/2)</td>
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<td>CMN 250</td>
<td>Announcing for Radio and Electronic Media (2/2)</td>
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<tr>
<td>CMN 253</td>
<td>Digital Audio Production II (2/2)</td>
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<td>MAT</td>
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<td>—</td>
<td>— Social Science general education elective</td>
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<td><strong>FOURTH SEMESTER</strong></td>
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<td>CMN 252</td>
<td>Applied Radio Programming and Production (2/2)</td>
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<td>CMN 290</td>
<td>Internship: Communications</td>
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<td>CMN 286</td>
<td>Special Studies in Radio</td>
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<td>— General Education elective³</td>
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NOTE: Electives should be selected in consultation with an academic advisor in order to assure maximum transfer of credits.

¹ DMA 144 recommended.

² MAT 120 or 125 recommended. Select in consultation with an academic advisor.

³ Select from CMN 107; DMA 105, 110; MUS 103, 155, 156; THR 104. Dual Radio/Television majors select DMA 210 (Motion Graphics).

⁴ Select course from the following general education categories: Social Science, Humanities, Historical Perspective, Diversity and Global Perspective.

† Some exemptions apply. Consult academic advisor for details.

NOTE: Students must earn a minimum grade of C in all CMN courses to graduate.