

Radio

Program **RADIO.AAS**
CIP 100202



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

Code	Course (lecture/studio hours)	Credits
FIRST SEMESTER		
CMN 101	Mass Media (3/0)	3
CMN 141	Introduction to TV Production (2/2)	3
CMN 151	Introduction to Radio (2/2)	3
CSW 100	College Success and Personal Wellness (2/0)†	2
ENG 101	English Composition I (3/0)	3
SECOND SEMESTER		
CMN 111	Speech: Human Communication (3/0) OR	3
CMN 112	Public Speaking (3/0)	3
CMN 153	Digital Audio Production I (2/2)	3
CMN 161	Writing for Media (3/0)	3
DMA 144	Internet Tools and Techniques (1/4) OR ¹	3
IST 101	Computer Concepts with Applications (2/2)	3
ENG 102	English Composition II (3/0)	3
THIRD SEMESTER		
CMN 146	Social Media Technologies (2/2)	3
CMN 250	Announcing for Radio and Electronic Media (2/2)	3
CMN 253	Digital Audio Production II (2/2)	3
MAT —	Mathematics elective ²	3
— —	Program elective ³	3
— —	Social Science general education elective	3
FOURTH SEMESTER		
CMN 252	Applied Radio Programming and Production (2/2)	3
CMN 290	Internship: Communications OR	3
CMN 286	Special Studies in Radio	3
— —	General Education elective ⁴	3
— —	Program elective ³	3
— —	Elective	3
		62

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.

NOTE: All program listings are subject to periodic updates. Please consult your program advisor, academic division, or www.mccc.edu/programs_degree