



COURSE OUTLINE SPRING 2009

CMN 151
Course Number

Introduction To Radio
Course Title

3
Credits

2/2
Hours: lecture/laboratory/other (specify)

Catalog description:

An orientation to commercial radio in the United States. Historical development, ownership, management, sales, programming, promotion, radio journalism, commercial copy and news writing, audience measurement, the ethics of broadcasting, and government regulation are covered. Students learn the hands-on technical skills necessary to operate both analog and digital consoles and audio editing equipment. Production projects include newscasts, commercials, and music programs.

Prerequisites: None

Co-requisites: None

Required texts/other materials:

Michael Keith, The Radio Station, 7th Edition

Last revised: 2009

Course coordinator: Mitchell Canter, ext. 3755

Information resources: Websites: AllAccess.com, FMQB.com, RandR.com, rab.com

Other learning resources: Associated Press "News Desk" software.
Adobe Audition software

Course goals:

The student will be able to:

- Describe typical radio station organizational structure including functions of each department.
- Analyze research and draw conclusions based on reported ratings statistics.
- Solve hypothetical management, sales, programming, and promotional problems.
- Announce a simulated newscast, commercial and adlib DJ program.
- Demonstrate ability to “back-time” program elements.
- Demonstrate proficiency in
 - Overall operation of a radio production/on-air studio
 - Live, simultaneous mixing & announcing
 - Non-linear, computer-based editing
 - Basic computer-based multi-track mixing.

Course-specific General Education goals and objectives.

The student will:

- Read, write and listen actively, critically and reflectively.
- Evaluate, critique and revise written and oral communication.
- Ask informed questions and make informed judgments.
- Analyze and evaluate the strengths & weaknesses of different perspectives on an ethical issue or situation.
- Employ aspects of reflective thinking to solve problems utilizing brainstorming and consensus within collaborative projects.
- Demonstrate proficiency in electronic communication.
- Demonstrate an understanding of the causes of major historical events and analyze their impact on the communications landscape of the United States.
- Identify and explain major ideas, movements, technological discoveries, and their impact on communications in the United States and American society.
- Assess and evaluate his/her own work and that of his/her peers.

Units of study in detail.

Unit I: Radio as a Mass Medium

Learning Objectives

The student will be able to...

- Identify reasons why we listen to the radio.
- Identify important current issues facing the radio industry.
- Identify new technologies being applied in the radio industry.
- Identify the most used equipment in the radio studio.
- Perform a basic audio cross fade.

Unit II: History of Radio & Evolution of Radio Technology

Learning Objectives

The student will be able to...

- Experience & explain the unique nature of “Theater of the Mind.”
- Identify “benchmarks” in radio technology.
- Identify important historical events that shaped the future development of the medium.
- Explain the rise & fall of radio networks and the “Golden Age” of radio.
- Explain the basic technical differences between AM & FM broadcasting.

Unit III: Radio Station Organization & Management

Learning Objectives

The student will be able to...

- Identify the organizational structure of single stations and “clustered” station groups.
- Describe the function and responsibilities of typical departments and managers.
- Identify national associations and their interactions with radio stations and/or various departments with the stations.

Unit IV: Radio Programming

Learning Objectives

The student will be able to...

- Identify common radio formats.
- Explain the differences between music formats and the role of music rotation.
- Identify music-licensing organizations, trade publications, ratings companies and ethical conflicts.
- Solve hypothetical problems that might face radio programmers.
- Announce and engineer typical music program elements and transitions.
- Discuss the impact of group ownership and the FCC.

Unit V: Radio News

Learning Objectives

The student will be able to...

- Describe the evolution of radio news.
- Outline various sources for newsgathering.
- Demonstrate proficiency with computer-based news wire service.
- Write & announce radio news stories and newscasts.

Unit VI: Commercial Copy & Production

Learning Objectives

The student will be able to...

- Identify differences between writing for the ear and writing for the eye.
- Implement copywriting formulas.
- Write creative commercial copy of various lengths.
- Demonstrate ability to effectively time announcer copy.
- Demonstrate ability to edit announcer audio and mix with other audio elements.

Unit VII: Radio Sales, Traffic & Billing

Learning Objectives

The student will be able to...

- Identify the various “levels” of radio sales.
- Explain the steps in the local sales process.
- Identify sales trade associations and their relationship with station sales departments.
- Explain the tools & techniques used to sell commercial time at a radio station.
- Outline the steps a commercial takes from order through airing.
- Identify specific terms of and describe the positions and functions in the departments of Sales, Traffic and Billing.
- Announce “live” commercials featuring timely sales information.

Unit VIII: Radio Audience Research

Learning Objectives

The student will be able to...

- Explain various research methods used in radio audience measurement & music research.
- List research companies active in the industry.
- Identify and use specific research terms and sales formulas derived from research.

Unit IX: Promotions

Learning Objectives

The student will be able to...

- List and explain objectives of radio station promotions.
- Describe the correlation between promotions and audience research.
- Plan & budget a major promotion for a medium-market radio station.
- Outline applicable FCC rules.

Unit X: Consultants & Syndicated Programming

Learning Objectives

The student will be able to...

- Define syndicated programming and its various forms.
- Outline reasons why radio stations employ the services of consultants and/or syndicated programming.
- Explain the differences between various types of syndicated programming.
- Discuss the impact of group ownership and the FCC.

Evaluation of student learning:

Unit Quizzes	50%
Written homework	12%
Lab homework	13%
Board Test (Final)	25%

The Classroom as a Learning Community

All students are welcomed to an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together. With that as our goal, it is important that all students come to all class sessions on time, and stay until the end of the class meeting unless you have informed the instructor that you must leave early. If you are unavoidably late, please enter the class quietly. If you must miss a class for any reason, you are responsible for all material covered, for announcements made in your absence, and for acquiring any material that were distributed in class.

It is important to stay focused on the class activities and discussions. For this reason, all pagers, cell phones, or other electronic equipment that will distract the class should be turned off. Side conversations are also distracting for both the instructor and other students in the class. Simple norms of courtesy should be sufficient to have our class run in the best interests of all of us.

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).

Special Needs

Any student in this class who has special needs because of a disability is entitled to receive accommodations. Eligible students at Mercer County Community College are assured services under the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. If you believe you are eligible for services, please contact Arlene Stinson, the Director of Academic Support Services. Ms. Stinson's office is LB221, and she can be reached at (609) 570-3525.