



**SYLLABUS**  
**RADIO PRODUCTION PROCEDURES-RTV 221**  
**FALL 2015**  
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**PAC 101**  
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**Office hours: Tuesday and Thursday, 2-4 p.m.**

### **COURSE INFORMATION**

**Text:** Connelly, Donald. *Digital Radio Production*. Boston: McGraw Hill (on reserve in the library; you are not required to purchase it)

**Course description:** Lecture and laboratory experience in radio production and radio programming.

#### **Student Learning Objectives:**

1. To learn skills of modern radio production, including use of digital systems such as Adobe Audition.
2. To help you understand radio programming as a business.

### **COURSE REQUIREMENTS**

In order that we will have enough copy paper for printing in the PAC computer lab, and because you will need to print scripts as part of the assignments for this class, you will be required to provide one 500-sheet package of 8 ½ x 11 copy paper.

### **Radio Programming and Production topics**

We will cover many topics related to the radio (and digital audio) industry. This will include timely news articles and videos, and possibly films. Likewise, lectures will cover topics related to radio and audio production. You should always take notes on these topics as they're presented, because they will likely be included on our two tests.

## Tests

We'll have two tests. They will be based on all information presented in the class, including what is said by any guests we may have to the class, and discussions based on information that comes from the Internet. The tests will contain a variety of true-false, multiple-choice, fill-in-the-blank and short-answer questions. I'll give you a review before each of the tests.

Tentative dates are October 16 and December 11.

## AUDIO PRODUCTION PROJECTS

All audio production projects will use Adobe Audition audio production software available on the computers in PAC 117-B and 117-D. (Some of you have home equipment that is capable of doing this work, but we tend to run into compatibility problems when you do your work at home or elsewhere.) The projects will be saved on an RTV 221 shared network. I want to see the "mixdown" and the "session" (multi-track arrangement of the various parts) in the shared network file. The best of the projects may be used on KETR or KKOM. Projects that are late will be penalized 10 points.

### PSAs and Promos

During the course of the semester, you'll produce two 30-second radio PSAs (public service announcements) or Promos. Detailed instructions will be provided.

PSAs should have to do with local or campus organizations. I'll provide you with information sheets, from which you'll write a script. Promos should be for KETR programs or KKOM. Likewise, I can provide you with information for these.

The PSAs and promos should not contain dated material; they should be "evergreens" that can be played for a long time, so the information in the script should be about the general activities of the organization and not about a particular event on a particular day. All must maintain standards of good taste (if in doubt, ask).

Otherwise, a PSA project receiving an "A" will:

- ✓ Be completed on time.
- ✓ Be saved in your folder where I can easily find it (both mixdown and session).
- ✓ Effectively communicate the intended message, including good announcing (you do not have to be the announcer for your PSAs).
- ✓ Be creative in writing and production; do not just recite the facts on the information sheet.
- ✓ (The submitted script will be): typed and free of more than two spelling or grammatical errors.
- ✓ Contain appropriate sound effects and/or music bed.
- ✓ Be exactly 29 or 30 seconds in length.

- ✓ Have high-quality audio throughout; not too high, not too low, no distortion.

The first PSA/promo will be a production with a music bed. **Due October 2.**

The second PSA will include appropriate sound effects (and may also include a music bed). **Due October 30.**

(It is also possible that for the second “PSA” you may produce a “mock” commercial, to be described in class.)

Music beds and sound effects are available in the computer network folders for the class.

### **“Midnight Special”**

Students will produce a 10-15 minute radio “Midnight Special” featuring the songs of a favorite performer. **Due November 20.**

An “A” project will:

- ✓ Be completed on time.
- ✓ Be saved in your shared network folder where I can find it (both mixdown and session).
- ✓ Uploaded successfully to the RTV Mane Media YouTube page.
- ✓ Contain scripted opening and closing announcements. The last words spoken should be, “This has been a production of the Radio-TV program at Texas A&M University-Commerce. With the KETR Midnight Special, I’m \_\_\_\_\_.”
- ✓ Contain well-researched factual information about the performer and the songs; this should not just be a “juke box” sequence of songs with no commentary. Submit all scripted material to me as a hard copy (on paper).
- ✓ Contain not fewer than two, nor more than four songs; generally, songs should be about three minutes long. Leave enough time for significant commentary (see above).
- ✓ Songs should be free of profanity; if necessary, use “radio edit” tracks or edit them yourself.
- ✓ Have good quality announcing (you don’t have to do the announcing yourself).
- ✓ Have high-quality audio throughout; not too high, not too low, no distortion.

## **SEMESTER PROJECTS**

The Semester Projects will be more demanding than the other projects and should start working on them early in the semester. **Due December 4.**

The projects will be posted to the RTV 221 YouTube page, and also saved on an RTV 221 shared network. I want to see the “mixdown” and the “session” (multi-track arrangement of the various parts) in the shared network file. Again, late projects will be

penalized 10 points. You will choose from among three options: Radio News Magazine feature, Radio Play or Sports Broadcasting.

### **Radio Magazine feature**

You'll produce one 8-10 minute radio magazine feature. This will require you to interview at least two people and take sound bites from the interviews. Ideally, you'll record "natural sound" from an event having to do with the story and include it in the piece. Also ideally, the features will not be dated; we should be able to use them at any time.

Again, the best of these may be played on KETR. They will be self-contained, meaning they don't require an introduction. **The "lockout" for all features will be, "I'm \_\_\_\_\_, K-E-T-R, 88-nine."**

You will use "Zoom" recorders we'll provide for you. If you have your own recorder, you may use it, but if the audio quality is not good, it will hurt your grade. Also, you may find it difficult to use in conjunction with the equipment in our studio. Maintain standards of good taste (if in doubt ask).

**Students are allowed to hold a recorder and its parts for no more than 24 hours. Holding the recorder/parts for longer than 24 hours will result in the loss of 10 points on the project, and 10 additional points will be deducted for every additional 24-hour period the recorder is held without being returned. Students will be held financially responsible for the loss of recorders and parts.**

A radio magazine feature receiving an "A" will:

- ✓ Be completed on time.
- ✓ Be saved in your folder where I can easily find it (both mixdown and session).
- ✓ Uploaded successfully to RTV Mane Media YouTube page.
- ✓ Clearly present an understandable, interesting and newsworthy story.
- ✓ Contain the "I'm \_\_\_\_\_, KETR, 88-9" lockout.
- ✓ Have good quality announcing (you don't have to do the announcing yourself).
- ✓ Maintain a balance between your script and sound bites (it should not be "all" script or "all" sound bites).
- ✓ Contain a minimum of 12 sound bites; sound bites should be no longer than 20 seconds.
- ✓ Contain sound bites from at least two different people, who are knowledgeable and authoritative on the topic (your pals may or may not fit this description).
- ✓ (The submitted script will be): typed and free of more than two spelling or grammatical errors.
- ✓ Contain natural sound that is appropriate to the story.
- ✓ Be 8-10 minutes in length.
- ✓ Have high-quality audio throughout; not too high, not too low, no distortion.
- ✓ End with the appropriate lockout (see above).

## Radio Play

You may write and produce an original radio play (comedy or drama) lasting a minimum of eight minutes and not more than 30 minutes.

A radio play receiving an “A” will:

- ✓ Be completed on time.
- ✓ Be saved in your folder where I can easily find it (both mixdown and session).
- ✓ Be uploaded successfully to the RTV Mane Media YouTube page.
- ✓ Contain scripted opening and closing announcements. The last words spoken should be, “This has been a production of the Radio-TV program at Texas A&M University-Commerce.”
- ✓ Include a script that presents a story with a plot and a satisfying beginning, middle and end. Submit all scripted material to me as a hard copy (on paper).
- ✓ (The submitted script will be): typed and free of more than two spelling or grammatical errors.
- ✓ Contain narration (the required explanatory comments of an announcer) and dialogue between at least two characters.
- ✓ Include appropriate sound effects and music.
- ✓ Be 8-30 minutes in length.
- ✓ Have high-quality audio throughout; not too high, not too low, no distortion.

## Sports Broadcasting

Students may choose to participate in sports broadcasting/webcasting activities for the Semester Project. The opportunities include:

**Webcast play-by-play/color commentary (subject to approval of instructor and A&M-Commerce sports information director):** These will be live webcasts of A&M-Commerce sports produced by the athletic department, under the direction of the Sports Information Director. Students will provide play-by-play, color commentary or camera work. You must sign-in each game with Rand, who will provide me with a list of participants.

Grades for this aspect of the course will be based on the number of games you are involved with:

- D (65) = 3 (must be at least D quality to receive a D)
- C (75) = 4 (must be at least C quality to receive a C)
- B (85) = 5 (must be at least B quality to receive a B)
- A (95) = 6 (must be at least A quality to receive an A)
- A+ (100) = more than 6 (must be of A quality to receive an A+)

“A” Quality = well-prepared (know players names on sight, know interesting information about the players and teams); know the rules; keep listeners/viewers well informed (score, down-and-distance, field position, timeouts, player fouls, team fouls, etc.); articulate and flowing speech; appropriate level of energy; professional-quality camera work.

**Assist with KETR sports broadcasts (subject to approval of instructor and KETR management):** This will involve assisting with KETR’s broadcast of high-school football and its scoreboard program on Friday nights or the broadcasts of A&M-C football and/or basketball. Options are call-in reports of high-school games on Friday nights, helping gather scores, spotting for play-by-play announcers in the press box, keeping stats; assisting with KETR broadcasts on A&M-C game days. You must sign-in each game with Jerrod Knight, or another KETR official, who will provide me with a list of participants.

- D (65) = 3 (must be at least D quality to receive a D)
- C (75) = 4 (must be at least C quality to receive a C)
- B (85) = 5 (must be at least B quality to receive a B)
- A (95) = 6 (must be at least A quality to receive an A)
- A+ (100) = more than 6 (must be of A quality to receive an A+)

“A” quality = depends on the assignment, but generally: On-time, student cheerfully does what is asked, does tasks to the very best of his or her ability, makes a valuable, useful contribution.

The high-school football broadcasts on KETR will begin on Friday, August 30 and continue until Nov. 15 (possibly longer if Commerce has a very successful season), so all of your activity involving the high-school broadcasts should be complete by that date.

If too many students want to be involved with the high-school broadcasts or the A&M-C broadcasts, I reserve the right to move students from one to the other.

NOTE: A combination of webcasts and KETR assignments is acceptable; however, you must do at least three assignments with one or the other.

### **Friday listening assignments:**

On Fridays, you will have a radio listening assignment. You will be assigned a station for listening, either on the AM or FM airwaves or online. You will respond to questions about the station on eCollege.

### **Grading:**

Tests (2 x 15%)	30%
PSAs (2 x 10%)	20%
“Midnight Special”	15%
Semester project	20%
Friday listening assignments	15%

## COMMUNICATION AND SUPPORT

A few words on classroom behavior: I'll respect you. I expect the same in return from you. Also, I expect you to show respect to your fellow students, at all times.

The official University policy on student behavior from the Vice Chancellor for Academic and Student Affairs: "Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education."

Also ...

Student Behavior: All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment." (See Student's Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures, 12.01.99.R0.05 Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty

Students who exhibit unacceptable behavior in class will be referred to the Dean of Campus Life and Student Development for possible disciplinary action. If the poor behavior continues, they may be dismissed from class on my order.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

Refer to A&M Commerce Rules and Procedures\_13.99.99.R0.01 Class Attendance

<http://web.tamu-commerce.edu/aboutus/policiesproceduresstandardsstatements/rulesprocedures/13students/13.99.99.R0.01ClassAttendance.aspx>

### Attendance and Participation

**Students with more than three unexcused absences will be dropped from the class.**

The only automatically excused absences are defined below in the University's official attendance policy (items A-D). However, I understand you have complex lives and I will consider other work-related, or family-related excuses. It is helpful if you know that you will miss class to inform me of the reason in advance.

**EXCUSES SHOULD BE SUBMITTED IN WRITTEN FORM, AND CONTAIN THE SIGNATURE, PHONE NUMBER AND/OR E-MAIL ADDRESS OF AN AUTHORITATIVE PERSON (PHYSICIAN, PARENT, EMPLOYER, ETC.)**

**EXCUSES MUST BE SUBMITTED ON THE DAY THAT YOU RETURN TO CLASS. YOU MUST SUBMIT A COPY OF THE EXCUSE THAT I CAN KEEP FOR MY RECORDS.**

Do not abuse this policy. Remember, apart from the defined excused absences below, I may use my discretion in granting an excused absence, which means I may not approve it if I think it was unnecessary.

Tardies are distracting to other students and to me. I'll count two tardies as equal to one unexcused absence. You'll be counted as tardy if you come in after I've taken roll. It's your responsibility to make sure you call my attention to the fact that you were tardy and not absent. A few words of philosophy here:

*An "A" student is almost always present and on time for class. It is a vital part of the "A student" package. You should think of class attendance as you think of attendance at a job.*

*The rules are the same for everyone. They are easier to follow for some people than others. This is also true of golf, tennis, basketball or any other competition – yet the rules remain the same for all. You are now in the competition called "life."*

*I am in no way obligated to make concessions on my policies because of situations in your personal life (he kindly said). As they used to say on the late, lamented "Super Chicken:" "You knew the job was dangerous when you took it." By choosing to seek a college degree, it should be understood you are choosing a difficult path for yourself. It's supposed to be hard. That's why a degree is valuable – it says this person has the intelligence, and more importantly, the desire, to master a difficult challenge.*

When your absences reach five, I will refer you to the Dean of the Campus Life and Student Development for a conference to determine if you will continue in the class. If you do continue, further unexcused absences will result in your being dropped from the class.

### **Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact: **Office of Student Disability Resources and Services, Texas A&M University-Commerce, Gee Library, Room 132, Phone (903) 886-5150 or (903) 886-5835, Fax (903) 468-8148** [StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

I maintain the right to make changes as needed, in my judgment, from the stated plans contained in the syllabus for this class. Such changes will be announced to the class.

## **COURSE OUTLINE / CALENDAR**

Aug. 27-Sept. 19 – "Midnight Special"



Sept. 24-Oct. 17 – PSA 1  
Oct. 22-Nov. 14 – PSA 2  
Aug. 27-Dec. 3 – Semester Project

Tests: Oct. 10, Dec. 5



MASS MEDIA, COMMUNICATION AND THEATRE

### **Document of understanding**

I have read the syllabus for RTV 221.

By my signature, I acknowledge that I fully understand the requirements of the class and will abide by the rules and guidelines contained in the syllabus. I understand that failure to do so will result in my being dismissed from the class.

**PRINT YOUR NAME LEGIBLY** \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

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