

SYLLABUS
RADIO PRODUCTION PROCEDURES-RTV 221
FALL 2009
Dr. John Mark Dempsey
PAC 101
Office phone: (903) 886-5345
Home phone: (903) 886-7708
E-mail: jm_dempsey@tamu-commerce.edu
Office hours: Tuesday and Thursday, 2-5 p.m.

COURSE DESCRIPTION: Lecture and laboratory experience in radio production and radio programming.

TEXT: Connelly, Donald. *Digital Radio Production*. Boston: McGraw Hill (you will check out the text from Dr. Dempsey)

COURSE OBJECTIVES

1. To learn aspects of modern radio production.
2. To help you understand radio programming as a business.

COURSE ACTIVITIES

We will use our textbook to cover the basics of audio production, with students organizing chapter discussions. You will do a series of Adobe Audition exercises to learn the capabilities of the software. You will produce two 30 second PSAs and a 2-3 minute radio feature. We will spend time talking about radio programming, and looking at articles on current issues in radio. Everyone will have a practical exam at the end of the semester, in which you'll have to demonstrate your knowledge and skills.

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 ...

"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

Grading Components:

Tests (3 x 8.33%)	25%
KETR or KKOM PSAs (or KKOM commercials)	30% (two combined)
Radio news feature	15%
Practical exam (pass/fail)	10%
Chapter outline	10%
Term paper	10%

Tests

We'll have three tests. The first test will be based on the contents of the syllabus, and will be given the first week of class. The other two are 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 September 3, October 15 and December 10.

PSAs

During the course of the semester, you'll produce two 30-second radio PSAs (public service announcements). The best of the PSAs may be used on KETR or KKOM. All audio production will take place in our audio production studio. (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.)

If it works out, we may produce commercials for KKOM sold by the RTV 326 class.

PSAs should be for campus or community organizations, and you should get approval of the script from the organizations. I'll require you to submit your script as part of the finished project and it should be initialed by an authoritative person with the organization and also include the person's phone number.

The PSAs should not contain dated material; they should "evergreens" that can be played for a long time. All PSAs 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.
- ✓ Effectively communicate the intended message, including good announcing (you do not have to be the announcer for your PSAs.
- ✓ 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 will be specifically for KETR will follow the standard KETR format (see attachment). These will include a “dry” version with no music bed, and a version with a music bed.

The second PSA may be for KETR or KKOM and will include sound effects (and may also include a music bed).

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

(see KETR guidelines on next page)

KETR Public Service Announcements
Updated 7/08

What are public service announcements, also known as PSA's?
Google "public service announcement" definitions listed 254,000 sites.

KETR definition - donating airtime to benefit residents of our listening area.

What qualifies:

Non-profit and not-for-profit agencies within KETR's 70-mile broadcast range.

Examples: service clubs, fraternal organizations, and local governmental units(cities, counties, school districts, and other municipal, county,state, and federal agencies).

Who benefits:

The Organization
Listeners
KETR

Content:

Enough information to identify the event, how to obtain details of the event, and KETR.

Why? Non-commercial radio has time limit standard.

Length designed to be consistent with underwriting and promotional announcements.

Format:

Open: Here's a community reminder from 88-9, KETR:

Middle: 10-15 seconds to identify the event and how to obtain details of the event.

End: Send your community announcements to events-at-ketr-dot-org. And thanks for listening to 88-9, KETR, and ketr dot org.

Radio News Feature

You'll produce one 2-3 minute radio news 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 mini-disk recorders and microphones we'll provide to you. If you have your own mini-disk or cassette recorder, you may use it, but if the audio quality is not good, it will hurt your grade. Maintain standards of good taste (if in doubt ask).

A radio news feature receiving an "A" will:

- ✓ Be completed on time.
- ✓ Be saved in your folder where I can easily find it.
- ✓ Clearly present an understandable, interesting and newsworthy story.
- ✓ 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 five 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).
- ✓ Contain natural sound that is appropriate to the story.
- ✓ Be 2-3 minutes in length.
- ✓ Have high-quality audio throughout; not too high, not too low, no distortion.
- ✓ End with the appropriate lockout (see above).

PSAs and features that are late will be penalized 10 points.

Lab Exercises

At the beginning of the course, you'll do one or more exercises showing you how to use Adobe Audition, the audio-production software. Copies of the exercises will be left in the audio production lab, and the materials you need will be on the computer. Open the "Radio Production" icon on the computer screen, and then open the "Assignments" subfolder.

You will have a regularly scheduled one-hour production time each week, and may use the lab at other times it is not in use. You will have a subfolder in the "Radio Production" folder in which to save the exercises you do and all other projects.

THERE IS NO CREDIT FOR THIS WORK, BUT IF YOU DO NOT DO ONE OR MORE OF THE EXERCISES, UP TO 10 PERCENT WILL BE DEDUCTED FROM YOUR FINAL GRADE.

Practical exam

During the last week or two before the end of the semester, everyone will take a “practical exam,” in which you demonstrate your skill in using the audio production software and equipment. I will ask you to perform a number of routine procedures necessary for good production. We will attempt to conduct the practical exams during regularly scheduled class time, although it may be necessary to schedule some exams outside of class time.

The practical exam is on a “pass/fail” basis, meaning you get 10 points counted to your final grade if you pass, no points if you don’t. More than one or two failures on tasks you’re asked to do will mean that you failed the exam.

Chapter outline

Students will write an outline of a chapter in the textbook, *Head’s Broadcasting in America*, which will be on reserve in the library. A particular chapter will be assigned to each student in class. If the class is large enough, you may be assigned as a member of a team of two or more to prepare the outline. You will present the outline in class, discussing and elaborating on each point, and provide copies for all class members.

The outline will contain “The Top 10 Points” of the assigned chapter, based on your reading of the chapter. In other words: what are the 10 most interesting, important, meaningful points in the chapter? This is based on your opinion, but it should be clear that you have taken the entire chapter into account, and not pulled 10 points at random from the first page or two.

You will also write three test questions at the end of the outline. These should be multiple-choice or true-false questions. They should be neither too easy, nor too hard, but fair. Many of these questions will actually be used on the tests.

Outlines must be 12-point, typed, using a common, standard font (Times New Roman, Arial, etc.), so that they are easy to read. Be sure to put the chapter number and your name/names at the top. Spelling and grammar will be a major part of the grade.

Grading standard:

- A (100)** – on-time, meets all described standards.
- B (85)** – on-time, not more than one variance from the described standards.
- C (75)** -- on-time, more than one variance from the described standards.

If the outline is late the grade will be 0.

Term paper

Students are required to write a 10-page (minimum), double-spaced (12-point type or smaller) research paper (minimum 20 sources) on the topic "The future of radio." The sources should be listed, in detail, at the end of the paper and source notes should appear throughout the paper, all according to APA or MLA style. Papers are due Monday, December 7.

This will involve doing research on the issue. You are not to base your presentation on your own opinion. A research paper should contain your original writing, based on the information you obtain from your sources (again, see "Plagiarism" below). Most of this information should be paraphrased, which means you put it into your own words.

Direct quotes (passages taken word-for-word from the source, and, of course, placed in quotation marks) should be kept to a minimum and limited to not more than 40 words each. Direct quotes generally should be used to show the opinion or point-of-view of the source, not routine factual material.

To be clear: You are required to have a minimum of 20 sources. This means the information in your paper will come from at least 20 separate books, newspaper or magazine articles.

NOTE: Of the 20 sources, at least 10 must be books. This will likely require you to visit the University library.

I will allow you to use Internet sources, but they must come from the Access World News data base, which is available on the library web page (<http://www.tamu-commerce.edu/library/newsdbp.htm>). Be sure the sources you find from Access World News are U.S. sources because many are British sources.

You may find details on APA style at this Internet address: http://owl.english.purdue.edu/handouts/research/r_apa.html) and MLA style at this Internet address: http://owl.english.purdue.edu/handouts/research/r_mla.html). Or visit the Gee Library on campus for style information.

In addition, a link to an example of a good student paper is available in my on-line syllabus.

<http://faculty.tamu-commerce.edu/jmdempsey/doc/studentpaper.doc>

Also, the following site will take the vital information from the source (author, title, publisher, year, etc.) and create a proper ALA or MLA end note for you:

<http://www.citationmachine.net/>

You will be graded strictly on spelling, grammar, punctuation, and general writing quality; the content of the paper; and research quality and adherence to APA or MLA style. An “A” paper will be good in all of these areas.

The paper will be graded this way: Spelling/grammar/punctuation/general quality of writing, 30%; Content, 35%; Research/APA or MLA style, 35%.

IMPORTANT: If you fail to include footnotes and end notes in proper APA or MLA style, or if you fail to submit a paper of a minimum 10 full pages and 20 separate sources, I will return the paper to you ungraded. FOR EXAMPLE, SUBMITTING A LIST OF WEB ADDRESSES AS YOUR “END NOTES” OR “WORKS CITED” IS NOT ACCEPTABLE. If the paper is not resubmitted by December 12, the grade for the paper will be no better than 50.

However ...

Students with fewer than four unexcused absences (i.e., 0, 1, 2 or 3) unexcused absences) and who participate positively in class will be rewarded by not being required to write a term paper. You will receive full credit for an “A” term paper. See policies regarding attendance and participation below.

A chart showing the up-to-date absences for each student will be posted on the door of the classroom. You will choose a code word or number to identify yourself.

Attendance and Participation

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 College of Arts and Sciences office 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.

UNIVERSITY ATTENDANCE POLICY

13.99.99.R0.01 Class Attendance

1. Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student's Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes in their course syllabi.
2. Students are responsible for requesting makeup work when they are absent. They will be permitted to make up work for absences which are considered by the faculty member to be excusable. The method of making up work shall be determined by the faculty member.

The student is responsible for providing the faculty member reason(s) for his/her absence. The faculty member then determines the validity of the reason(s) for the absence and whether the student is to be excused for the absence. Faculty members may consider the following reasons for absence as excusable:

- a. Participation in a required/authorized university activity;
- b. Verified illness;
- c. Death in a student's immediate family;
- d. Obligation of student at legal proceedings in fulfilling responsibility as a citizen; and
- e. Others determined by individual faculty to be excusable (e.g. elective University activities, etc.).

Appeals can be made through normal administrative channels.

- 3. A record of excused and unexcused absences will be maintained by a faculty member for reference since certain financial assistance and other programs may require attendance records.
- 4. Students who have failed any part of the Texas Academic Skills Program (TASP) test are required by the State of Texas to attend remediation. The TASP required students who do not attend remediation courses or tutorial sessions will be withdrawn from the university.
- 5. When requested by the student, teachers will inform the student who has been absent whether makeup work is allowed and whether absences jeopardize the student's standing in a class.

It is the prerogative of the faculty to drop students from courses in which they have accrued excessive absences as defined in the course syllabus. In such cases, faculty recommend through the department head to the appropriate college dean that a student be dropped from a class. The faculty member will document absences and will make a reasonable effort to communicate with the student prior to recommending a drop. If approved, the college dean will forward the recommendation to the Records Office.

- 6. Students who wish to drop a course or withdraw from the university are responsible for initiating this action.
- 7. If a student believes the final grade is unfairly impacted by attendance requirements, an appeal can be made. This appeal process is explained in "Student's Appeal of Instructor's Evaluation" (Procedure A13.06).

Extra Credit: I will give extra credit for additional PSAs or radio news features you produce. The formula is: 5% of the grade for the extra project added to the total points for that part of the class. Example: Your average for the PSAs is 88. You produce an extra PSA and receive a grade of 90. ($90 \times .05 = 4.5$; $88 + 4.5 = 92.5$). Your new average for PSAs, rounded off, is 93. There is a limit of one extra PSA and one feature.

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.

University statement: Students requesting accommodations for disabilities must go through the Academic Support Committee. For more information, please contact the director of Disability Resources and Services, Halladay Student Services Bldg., Room 303-D. Telephone, (903) 886-5835.

Blank page (leave as is)



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.

Signed _____ Date _____

www.tamu-commerce.edu

A MEMBER OF THE TEXAS A&M UNIVERSITY SYSTEM