

COMM 3351: Radio Program Production

Tuesday/Thursday 2:00-3:15 p.m.

Anthropology G15 & G20; Humanities 132

Spring 2017

GENERAL INFORMATION

Instructor: Brad Yates, Ph.D.

Office: Humanities 151

Department of Mass Communications

University of West Georgia

Office Hours: TR 10:30-11:00 a.m.

W 10:30 a.m.-12:30 p.m. & 1:30-4:30 p.m.

By Appointment

Virtual Office Hours: MTWR 8:00-9:00 a.m.

(Available via UWG e-mail or Google Voice Text: (678) 752-7239)

Telephone: (678) 839-4938

E-mail: byates@westga.edu

Important Note: Read this entire course syllabus **carefully**. You are responsible for all the information contained herein. Ignorance of the policies of the class will not be an acceptable excuse.

OFFICE HOURS

I am available to address matters of concern **during** my office hours. If those hours are not convenient, please schedule an appointment with me. If you visit my office at other times, I may not be available because of other duties I must attend to.

If you have problems in the class, **it is YOUR responsibility** to initiate contact with me. I cannot help you if you do not communicate with me. Let me know of any problems **early** in the semester. I **will not** accept excuses for poor performance or missing assignments/tests/quizzes, especially late in the semester.

TEXT & ADDITIONAL MATERIALS

1. Hausman, C., Messere, F., O'Donnell, L. & Benoit, P. (2016). *Modern radio and audio production: Programming, and performance* (10th ed.). Belmont, CA: Wadsworth. (Textbook companion web site: 10th edition--<http://tinyurl.com/3351textbook10th>)
2. Hausman, C., Messere, F., O'Donnell, L. & Benoit, P. (2013). *Modern radio production: Production, programming, and performance* (9th ed.). Belmont, CA: Wadsworth. (Textbook companion web site: 9th edition--<http://tinyurl.com/3351textbook9th>)
3. You will be assigned to listen to various broadcast or online radio programs and given additional readings from selected textbooks, newspapers, magazines, and online sites throughout the semester.

*It is not possible to successfully complete the requirements of COMM 3351 without reading the textbook and additional materials.

ABOUT THE COURSE

COMM 3351-Radio Program Production is an introduction to radio technology and radio program production techniques through lecture and laboratory experiences. You will learn how to operate basic radio equipment and develop basic radio production skills by producing several projects.

Course Learning Outcomes:

1. Students will understand concepts and apply theories in the use and presentation of images and information. (*ACEJMC Core Competency #5*)
More specifically:
 - a. Students will describe the basic equipment, terminology, and production techniques used in radio and audio production.
 - b. Students will explain the nature of production and its relationship to radio program formats.
2. Students will apply tools and technologies appropriate for the communications professions in which they work. (*ACEJMC Core Competency #12*)
More specifically:
 - a. Students will summarize and practice critical evaluation of production techniques used in radio and audio production.
 - b. Students will demonstrate the basic skills used to produce radio programming.

Department of Mass Communications Learning Outcomes:

1. Awareness: Students will demonstrate *awareness* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.
2. Understanding: Students will demonstrate *understanding* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.
3. Application: Students will demonstrate effective *application* of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multimedia, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

GRADING POLICY

Grades **earned** in this class are based solely on the following:

Quizzes (10 out of 12 quizzes-drop lowest 2 grades)	100 points
Listening Assignment	25 points
Lab Assignment #1 (Adobe Audition-Record & Layer Sources)	25 points
Lab Assignment #2 (Adobe Audition-Produce News Field Report)	25 points
Lab Assignment #3 (Adobe Audition-Produce Commercial)	75 points
Team Project #1 (Conduct and Edit An Interview)	75 points
Team Project #2 (Top of the Hour News)	75 points
Team Project #3 (Produce "Live" Drive Time Segment/Podcast)	100 points
Total	500 points

Grading Scale: (Points needed to receive grade)

A	450-500	C	350-399	F	299 and below
B	400-449	D	300-349		

*Note: I reserve the right to change the assignments and point values in an effort to meet the objectives of the course. Ample notice will be provided if such changes are made.

Quizzes: Twelve (12) quizzes will be administered during the semester via CourseDen. The quizzes will be a combination of Multiple Choice, True/False, and Fill-in-the-Blank and will cover textbook chapters, lectures, handouts, audio programs, videos, films, and online content presented in class. Each quiz is worth 10 points toward your final grade (100 points total). **The two lowest quiz grades will be dropped.**

Listening Assignment: One (1) listening assignment will be required in an effort to improve your ability to analyze critically a radio program’s content and production value. This assignment will be worth 25 points. Details will follow in handouts.

Lab Assignments: Three (3) specific lab assignments will offer you the opportunity to develop radio and audio production skills necessary to produce radio and audio programs. Two assignments are worth 25 points each and one assignment is worth 75 points (125 points total). Details will follow in handouts.

Team Projects: Three (3) team projects will be required in this course. The first project is an exercise in interviewing and editing. The second project affords the opportunity to produce a “Top of the Hour News” segment. The third project requires you to produce a “live” 15-minute segment/podcast. Team projects one and two are worth 75 points each, and the third one is worth 100 points (250 points total). Details will follow in handouts.

COMMUNICATION WITH THE INSTRUCTOR

Communication Tools	Rules
CourseDen	Use this account as the primary method of communication for the duration of this course. Class-related inquiries should be sent in CourseDen e-mail.
UWG E-mail Account byates@westga.edu	Use this account for all non-class related inquiries. General class-related inquiries may be copied to this address. The official university communication to students is through campus e-mail (myUWG): http://myuwg.westga.edu/cp/home/loginf . Be sure to access this several times a week to keep up-to-date on important information from the university.
My Response Time	Necessary responses to your e-mail inquiries will be sent within 48 hours or less assuming there is no extenuating circumstance that does not allow for a response within the designated timeframe.
Google Voice 678-752-7239	Use this number to leave class-related voicemails or texts.
Office Phone 678-839-4938	Use this number for all non-class related inquiries unless we have made special arrangements to converse via phone.
Emergencies	If you have to contact me because of an emergency, you may use CourseDen e-mail, my e-mail, office phone, or Google Voice.
Virtual Office Hours	I will maintain virtual office hours from 8:00-9:00 a.m. Mondays, Tuesdays, Wednesdays, and Thursdays during the semester and will be accessible via e-mail. You may also schedule an appointment for a virtual meeting (Google Hangout; Skype) or a phone conversation.

ATTENDANCE

You are expected to be in class. If you miss class, you are responsible for all material, equipment training, turning in assignments on time, and taking tests/quizzes when scheduled.

LATE/MAKE-UP ASSIGNMENTS & TESTS/QUIZZES

Late assignments: Late assignments will be accepted at my discretion. If a late assignment is deemed acceptable, it will **suffer a half a letter grade penalty for each day (not class meeting)** it is late.

Make-up assignments and tests/quizzes: Any make-up assignments or tests/quizzes will be administered at my discretion. All requests to make-up assignments or tests/quizzes must be substantiated with official documentation as to why you were absent and unable to complete your work. Acceptable situations include a serious incapacitating illness or a death in your family, among others.

SUPPLEMENTAL HANDOUTS

You are responsible for reviewing all supplemental handouts, some of which will be shared in class. All handouts will be posted in CourseDen.

STUDENT RIGHTS AND RESPONSIBILITIES

Students, please carefully review the following information at this link:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

It contains important material pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

ACADEMIC DISHONESTY

Academic dishonesty is NOT tolerated. It will result in failure on assignment(s) as well as possible disciplinary sanction(s) in accordance with the academic misconduct policy as stated in the latest [Student Handbook](#). University of West Georgia [Honor Code](#) defines academic dishonesty as cheating, fabrication, plagiarism and facilitating or allowing academic dishonesty in any academic exercise.

Cheating: using or attempting to use unauthorized materials, information or study aids

Fabrication: falsification or unauthorized invention of any information or citation

Plagiarism: representing the words or ideas of another as one's own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Academic dishonesty in any form compromises your grade and lowers the quality of your diploma. A fellow student who cheats may actually lower your grade, sometimes causing unfair and inflated grading scales. I hope each of you values your college education enough to protect yourself from dishonest classmates. If you are aware of cheating taking place, please contact Dr. Camilla Gant, chair of the Department of Mass Communications, or me, and proper action will be taken.

SPECIAL NEEDS STUDENTS

I will make accommodations for students with special needs. Don't wait until after the first assignment or test/quiz to talk with me! Don't try and "wing it" without telling me about your particular issue or needs. If you need special accommodations for assignments or tests/quizzes, let me know **early**, not a few days before an assignment or test/quiz is due. I am here to facilitate your learning, but I need to be informed to do so.

RULES FOR RADIO LAB & RADIO SUITE

1. Use facilities only during class time or under the supervision of authorized personnel or after sufficient training.

2. Sign up via this Google Form (<http://goo.gl/forms/E3i5kN9iEY>) to schedule time in the Radio Lab (Humanities 132) or Radio Suite (Anthropology G20). Sessions will be limited to **TWO (2) HOURS**, unless no one else has signed up once your two hours have expired. Working after hours is permitted. Your UWG ID card will allow you to gain access to Humanities 132 (typically 24-hours a day) and to Anthropology G20 (typically 7 a.m.-midnight, which are the building hours). If you gain entry into Anthropology G20 during building hours, and the building closes while you are in the lab, you may remain in the lab until your work is completed. You will be permitted to bring "talent" to your lab sessions, but your "talent" must always be accompanied/supervised by you. Radio Lab and Radio Suite privileges will be revoked if anyone is caught allowing someone other than students enrolled in COMM 3351-Radio Program Production to use the lab or suite. If privileges are revoked, assignments are still due as indicated in the syllabus. See who has signed up to use the Lab & Suite here:
https://docs.google.com/a/westga.edu/spreadsheets/d/1GhcKK9XVmBhzimVlkHKnwHz5-2_OUDIjCLr6ol1zVsE/edit?usp=sharing
3. Do not operate anything until you understand it.
4. Put equipment and supplies where they are to be properly stored when you or the class are finished using them.
5. Never "force" anything. If you think something isn't working properly or is malfunctioning, notify the Radio Lab/Suite Supervisor or me immediately.
6. **NO EATING, DRINKING, SMOKING, OR TOBACCO CHEWING IN THE RADIO LAB OR RADIO SUITE. ABSOLUTELY NONE! FAILURE TO DO SO WILL FORFEIT YOUR RIGHT TO USE THE LAB OR SUITE WHETHER YOU HAVE A PROJECT DUE OR NOT. THIS APPLIES TO YOU AND ANY OUTSIDE TALENT YOU MAY BRING IN FOR YOUR PROJECT.**
7. Do not step on any cables.
8. Respect equipment as if it were your own. It is expensive and crucial to your successful completion of this course. If you abuse equipment, harsh academic and/or financial consequences could result.
9. Do not attempt to repair equipment. Do not take apart any equipment.
10. Use courtesy and patience with each other when working in teams. Do not physically or verbally abuse other people.
11. Watch your time so as not to go over time and start eating into the allotted time slot of another student.

TIME AND LIMITED EQUIPMENT

- Time is a critical element in radio production. Each student is responsible to be ready for lectures and labs on time. If it is your turn to do your production, be ready. There will be no postponements. Make sure your script, props, talent, etc. are ready to go when it is your turn. If you fail to do your production when it is your turn, you will get a zero for that assignment. There are 18-20 students and a limited amount of equipment and class time, so our schedules will be tight. Be ready. Be on time. Plan ahead.

- Equipment is limited. Thus, you must properly sign out each piece of equipment from the Department of Mass Communications Equipment Pool, which is located in Anthropology G12. The Equipment Pool Supervisor or other authorized personnel can check out equipment to you. When the equipment is in your possession, you will be responsible for it. Please do a complete check of your location. For any item that you do not return, you will be liable for it, and the proper authorities will be notified.

BEHAVIOR IN THE CLASSROOM

You do not need me to tell you how to behave in a classroom environment. However, I want you to know what I expect from you in order to avoid embarrassing situations.

- You are expected to participate in class discussions and critiques. Comments should be constructive and not personal. Feel free to speak your mind during class, no matter how outrageous your comments may be. I expect, however, that you show respect to your classmates. If you disagree with their point of view or their artistic interpretation, please express that disagreement in a way that is not offensive.
- I will be well aware of the clock during our class meetings. Therefore, please refrain from slamming books and closing backpacks until the class is over! I will be respectful of your schedules and will not purposely keep you longer than our allotted time; however, there may be occasions that we complete our tasks for the day, but still need to put the radio lab or radio suite in order. Everyone is required to return the radio lab or radio suite to its proper state after use or suffer a grade penalty.
- Turn off all mobile phones or put them on silent. If a phone rings or vibrates, I reserve the right to answer the phone or respond to a text and to ask you to leave class.

CLASS SCHEDULE

(The class schedule and assignments are **subject to change** in order to accommodate guest speakers, reinforce course material, and maintain some flexibility. **Additional reading and viewing assignments will be made throughout the semester. You are responsible for all material assigned.**)

January (note: chapters reflect 9th edition of textbook)

Week One

Sat. 07-

- [Classes Begin](#)

Tues. 10-

- Syllabus review
- General overview of radio industry
- **Handout on Listening Assignment #1**
- Divide class for Radio Suite orientation next class

Wed. 11-

- **Last day (by 4:00 p.m.) to DROP courses and receive a refund of paid funds**

Thurs. 12-

- Ch. 1-Production in Modern Radio & Ch. 2-The Console
- Radio Suite orientation (Split Class)
- **Last day (by 4 p.m.) to ADD a course. Payment must be received by 6 p.m. on January 13**

Week Two

Tues. 17-

- **Handout on Lab #1-Adobe Audition-Record & Layer Sources**
- **Adobe Audition Training (Entire Class-ANTH G15)**

Thurs. 19-

- Ch. 6-Electronic and Physical Editing
- **Adobe Audition Training (Group 1-ANTH G20)**

Week Three

Tues. 24-

- Ch. 6-Electronic and Physical Editing
- **Adobe Audition Training (Group 2-ANTH G20)**
- **Listening Assignment Due @ 11:59 p.m. via Assignments Tool in CourseDen**

Thurs. 26-

- **Adobe Audition Training Follow Up (Groups 1 & 2-HUM 132)**
- Radio Lab orientation (Split Class) (HUM 132)
- **Quizzes 1 & 2 (Chapters 1 & 2) Due @ 11:59 p.m. via CourseDen**

Week Four

Tues. 31-

- Ch. 13-Radio Production for News and Public Affairs
- **Handout on Lab #2-Produce News Field Report**
- **Field Report and Recorder Training**

February

Thurs. 02-

- Ch. 8-Live, On-Air Production
- **Vocal Training**

Week Five

Tues. 07-

- Ch. 5-Microphones and Sound

Thurs. 09-

- Ch. 5-Microphones and Sound
- **Lab#1-Adobe Audition-Recording & Layering of Sources Due @ 2:00 p.m. via Assignments Tool in CourseDen**
- **Quizzes 3 & 4 (Chapters 6 & 13) Due @ 11:59 p.m. via CourseDen**

Week Six

Tues. 14-

- Ch. 12-Commercial Production
- **Handout on Lab #3-Produce Commercial**

Thurs. 16-

- Ch. 12-Commercial Production

Week Seven

Tues. 21-

- Ch. 10-Achieving An Effect
- **Commercial Copy Due in Class @ 2:00 p.m.**

Thurs. 23-

- **Commercial Copy (cont.)**
- **Quizzes 5 & 6 (Chapters 5 & 8) Due @ 11:59 p.m. via CourseDen**

Week Eight

Tues. 28-

- Ch. 7-Recorded Program Production
- **WideOrbit Orientation (ANTH G20)**
- **Handout on Team Project #1-Adobe Audition-Editing Interview**

March

Wed. 01-

- *****Graduation Application Deadline for Summer 2017*****

Thurs. 02-

- **WideOrbit Orientation (cont.) (ANTH G20)**
- **Lab#2-News Field Report Due @ 2:00 p.m. via Assignments Tool in CourseDen**
- *****Last Day to Withdraw with Grade of W*** from Full Session (non-eCore) courses (ends at 4:00 p.m.)**
- Students who withdraw from a Full Session (non-eCore) class between 4:01 p.m. January 11th and 4:00 p.m. March 2nd will receive a grade of W.
- Undergraduate course withdrawals during this period are subject to the Limited Withdrawal Policy. [Click here](#) for more information.

Week Nine

Tues. 07-

- Ch. 9-More about the Computer in Radio Production
- **Commercial Rough Cut Due @ 2:00 p.m. via Assignments Tool in CourseDen**

Wed. 08-

- *****Media Day 2017*****

Thurs. 09-

- **Commercial Rough Cut (cont.)**
- **Quizzes 7 & 8 (Chapters 10 & 12) Due @ 11:59 p.m. via CourseDen**

Week Ten

Tues. 14-

- **Handout on Team Project #2-Top of the Hour News Segment**

Tues. 16-

- Ch. 11-Drama and Dramatic Elements
- Ch. 14-Remote and Sports Production
- **Lab #3-Radio Commercial Due @ 2:00 p.m. via Assignments Tool in CourseDen**

Week Eleven

Tues. 21-

- *****Spring Break*****
- *NBS-AERho National Convention-New York, New York*

Thurs. 23-

- *****Spring Break*****
- *NBS-AERho National Convention-New York, New York*
- **Quizzes 9 & 10 (Chapters 7 & 9) Due @ 11:59 p.m. via CourseDen**

Week Twelve

Tues. 28-

- **Handout on Team Project #3-Produce Drive Time Segment**

Thurs. 30-

- **Record Interview for Team Project #1**

April

Week Thirteen

Tues. 04-

- **Record Interview for Team Project #1**
- **UWG Scholars' Day (Classes cancelled from 1:00-4:00 p.m.)**
- **Honors Convocation (5:30-7:00 p.m.)**

Thurs. 06-

- Pre-production for Team Projects #2 & #3
- **Quizzes 11 & 12 (Chapters 11 & 14) Due @ 11:59 p.m. via CourseDen**

Week Fourteen

Tues. 11-

- Pre-production for Team Projects #2 & #3
- **Team Project #1-Edited Interview Due @ 2:00 p.m. via Assignments Tool in CourseDen**

Thurs. 13-

- **Record Team Project #2-Top of the Hour News**
- **All Outstanding Quizzes Due @ 11:59 p.m. via CourseDen**

Week Fifteen

Tues. 18-

- **Record Team Project #2-Top of the Hour News**

Thurs. 20-

- Pre-production for Team Project #3

Week Sixteen

Tues. 25-

- **Record Team Project #3**

Thurs. 27-

- **Record Team Project #3**
- Course Review

May

Week Seventeen

Mon. 01-

- **Last Day of Classes**

Wed. 03-

- **Exams Begin**

Week Eighteen

Tues. 09-

- **Exam Period (2:00-4:00 p.m.) (NOTE THE EXTENDED TIME)**

Thurs. 11-

- **Graduation**

Note: I wish to acknowledge and thank Dr. Glenn Novak for allowing me to use parts of his syllabus to design this one. His materials and advice are greatly appreciated! I also wish to acknowledge Dr. Fritz Messere and Dr. Nola Heidlebaugh and thank them for writing the instructor's manual to *Modern radio production: Production, programming, and performance*. Their suggestions have been incorporated into the design of this course.