UNIVERSITY of West Georgia.

Main Campus · Other · Mass Communications

Prac-The WOLF Internet Radio

COMM-4421R

Fall 2020   Section 01   3 Credits   08/12/2020 to 12/05/2020   Modified 08/13/2020

🖥 Description

Practical experience with the campus radio station, The WOLF Internet Radio, that primarily includes editing, management, on-air experience, producing, programming, promotions, production, and remotes across traditional and emerging digital media platforms. Repeatable; Maximum of 3.0 credit hours may be applied to the Mass Communications major.

Requisites

Prerequisites:
COMM 3351 and COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C
Corequisites:

👤 Contact Information

Instructor: Shawn Isaacs

Email: sisaacs@westga.edu
Phone: 6788396631
Website: thewolfuwg.com

Please email me if you need to setup a F2F or virtual meeting to discuss anything about the course.

🕐 Meeting Times

Thursday, 6:00 PM to 8:30 PM, Anthropology 2

📕 Materials

Provided in CourseDen

📊 Outcomes

1. Students will be able to describe how production elements create socially responsible entertainment content for listeners (ACEJMC SLO 5, SLO 7, SLO 12).
2. Students will practice and explain the roles of radio personnel and their relationship to radio content and programming. (ACEJMC SLO 5, SLO 7, SLO 10)
3. Students will demonstrate ability to produce, edit, and program content, including feature shows, PSAs, and promos, to create a full and vibrant on-air program using industry standard technology and software, namely WideOrbit an Adobe Audition. (ACEJMC SLO 5, SLO 7, SLO 10, SLO 12)

✔ Evaluation

Criteria

Type	Weight	Topic	Notes
Liner	10 points	Production	You will create one individually.
Promo	25 points	Production	You will create one individually.
Public Service Announcement	50 points	Production	You will create one individually.
Show Intro	50 points	Production	You will create one per show. This means one per group. Groups will be divided later.
Social Media Producer	50 points	Shows	
Co-Host	50 points	Shows	
Executive Producer	100 points	Shows	
Host	100 points	Shows	
Board-Op	100 points	Shows	
Pre-recorded Segment	100 points	Production	You will create one individually.

Breakdown

Grade	Range	Notes
A	635-585	
B	584-535	
C	534-485	
D	484-435	
F	434 and below	

:≡ Assignments

Liners

You will produce one 10 second liners for the show. A liner is a "between the songs" attitude to be played coming out of a song break during your show. They can be wild blasts that tell the audience what they are listening. They are the MAJORITY of a station's imaging library. This assignment is worth 20 points total (10 points for each liner).

Promo

You will produce one 30 second promo for the show. You may make as many as you like, but you must submit your best two for evaluation. This assignment is worth 50 points total (25 points for each promo). Assignment must be submitted as an mp3 attachment to sisaacs@westga.edu.

PSA

You will produce a 60 second public service announcement. This PSA will cover an issue effecting today's society that has a solution in which a person can access. (For example- Suicide is the 10 most cause of death in the U.S. Prevention can begin with talking about and telling others about the National Suicide Prevention Lifeline at 1-800-273-8255.) This assignment is worth 50 points total. Assignment must be submitted as an mp3 attachment to sisaacs@westga.edu.

Show Intro

Each show will produce a 1 minute introduction that sets the tone of the show for the listeners. Shows will need to write, produce together, and all members of each show will be given the same grade.

Pre-Recorded Segment

You are required to produce one 3 to 5 minute segment for a show. This segment can be on anything. It must contain multiple audio elements such as voice over, music bed and/or SFX. It must be engaging and preferable have multiple voices. However this can be as simple as an interview with someone in a student organization, Greek, or in a different academic department. This assignment is worth 100 points.

Co-Host

You are required to co-host one episode of a show. Your duty is to help the host move the show along. You will be required to ensure segments of the show are ready and other personalities are completing their duties. You will also edit all music out of your episode and send it to the Webmaster by 5 p.m. the following Monday. This assignment is worth 50 points.

Executive Producer

You are required to be the Executive Producer for at least one episode. You will ensure the entire show is ready to air 24 hours prior to air time. You will ensure all positions have completed their assignments. Once the show starts you will help trouble shoot any and all problems as well as ensure everyone is doing their assigned duties. Lastly, you will ensure the show is saved and ready for the website. This assignment is worth 100 points.

Host

You are required to host at least one episode of a show. Your duty is to start the show and orchestrate the segments and other personalities to create an entertaining show for listeners. You will be required to stick to the hot-clock. This assignment is worth 100 points.

Board-Operator

You will be required to Board-op at least one episode of a show. You will orchestrate all audio and mic sounds for the entire show. It will be your duty to ensure all pre-recorded segments have been inserted into WideOrbit and set on the hot-screen. You will ensure all mics have been properly checked and levels are consistent across all personalities. You will be required to ensure the host keeps the show on time and the host is always aware of the time. Lastly, you will ensure the show is properly saved on the Vox-Pro computer. This assignment is worth 100 points.

Social Media Producer

You will be required to be the Social Media Producer for at least one episode of a show. You will work with the Social Media Director to ensure all posts promoting the show are set and ready one week before air time. You will work to live tweet the show on the shows Twitter. You will also tweet out link for replay placed on website within 24hrs of your episode. This assignment is worth 50 points.

📅 Schedule

Please see course schedule in CourseDen under Course Info

✳ Course Policies and Resources

Computer Sign Up Procedures

Please see Computer Sign Up Procedures under Course Info under Content in CourseDen.

Assignment Submissions

Please save final project with [Your Name][Project Name] as a mp3 and email as an attachment to sisaacs@westga.edu

Make-up/Late Assignments

Any make-up assignments will be administered at the discretion of the Instructor. All requests to make-up assignments 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.

Late assignments will be accepted at the discretion of the Instructor. If a late assignment is deemed acceptable, it will **suffer a 5 point penalty for each individual day including weekends.** it is late.

Outside Class Work

Like most courses, this course demands work outside of scheduled class time. However, much of the outside work (i.e., programming, recording, editing) needs to be done during the day rather than at night. Therefore, be advised that your daytime schedule should include certain hours dedicated to this course. Please make sure you have this time to spend. If you do not, I would suggest taking the class at another time.

◎ College/School Policies

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the UWG Undergraduate Catalog (https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or ACEJMC - Standard 2. Curriculum and Instruction (http://www.acejmc.org/policies-process/nine-standards/).

6 X 6 MASS COMM SUCCESS

6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG) (click to view image)	1. Freedom of Speech & Press 2. History 3. Diversity 4. Global Impact 5. Theory 6. Ethics 7. Think Critically & Creatively 8. Research & Evaluate 9. Write Effectively 10. Self-Evaluate 11. Apply Numbers & Statistics 12. Apply Technology

Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-

visual film work.

2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

🏛 Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services (https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The Center for Academic Success (http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The University Writing Center (https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online (https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide (http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the UWG Cares (http://www.westga.edu/UWGCares/) site. Online counseling (https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate

others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook (https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: https://www.westga.edu/police/campus-carry.php (https://www.westga.edu/police/campus-carry.php)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the Counseling Center. Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in Health Services. To report a concern anonymously, please go to UWGcares.

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the E.L.L. resource page for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a

face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage (https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php)](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php).

▤ Additional Items