

**SUL ROSS STATE UNIVERSITY
COMM 2307 Basic Radio**

FALL 2014
Mon/Weds
12:30pm-1:45pm
BAB 303

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Regular Office Hours:
9-10AM MWF, on walk-in basis
All others by appointment

COURSE DESCRIPTION

There are nearly 14,000 radio stations in the US alone.

While the industry is under substantial pressure from changing social behavior patterns and emerging technologies, radio is still the most widely-available mass communication medium in modern American culture.

And with new broadcast models appearing every year, radio shows no sign of going away.

This class will explore the component elements of a present-day radio operation, and then put that theoretical knowledge into practical use, as you'll prepare short radio programs of the format of your choice.

For those interested, opportunities to carry this experience into the operations of KSRU – the Sul Ross student radio station – will be available later in the semester.

REQUIRED TEXT

The Radio Station, by Michael C. Keith. Focal Press, 8th edition

COURSE EXPECTATIONS

- 1) Your positive attitude is the difference between success and failure in art, life, and this class.
- 2) You will be on time. Which means, at minimum, five minutes before start of class.

- 3) YOU MUST READ. Quizzes are based on the reading, and will be IN CLASS only. No makeups. If you do your reading, these quizzes will be tough to fail. If you don't...you reap what you sow.

PREREQUISITES

None.

COURSE OBJECTIVES

By the end of this class, students will:

- Demonstrate a working vocabulary of terminology of radio operations
- Articulate the component elements (business, technical, and theoretical) of a radio station
- Evaluate and critique local radio production from the standpoints of art and craft.
- Synthesize the elements of radio technique into individual productions
- Demonstrate beginning-level mastery of recording, digital editing, and mixing equipment

COURSE ASSIGNMENTS:

- 1) Five quizzes on assigned reading
- 2) Written show pitch and presentation
- 3) First draft recorded show
- 4) Full participation in class discussion / critique
- 5) Final draft recorded show

Materials Required:

None

CLASS DATES: Assignments and Deadlines

Note that these dates and the details of each class are subject to change at the instructor's discretion, as class progress warrants.

DATE	WHAT WE'RE DOING	CHAPTER
8/25	INTRO – Syllabus, and how this class works	
8/27	History and State of Radio today	1
9/1	NO CLASS – Labor Day – Thank a union member.	
9/3	QUIZ 1 History and State of Radio today, con't'd	
9/8	Station Management	2
9/10	Station Management	
9/15	Programming	3
9/17	QUIZ 2 Programming	
9/22	Sales	4
9/24	Sales	
9/29	News	5
10/1	QUIZ 3 News	
10/6	Research	6
10/8	Research	
10/13	Promo / Traffic and Billing	7 + 8
10/15	QUIZ 4 Promo / Traffic and Billing	
10/20	Production	9
10/22	Production	
10/27	Engineering	10
10/29	QUIZ 5 Engineering	
11/3	Pitch Shows	
11/5	Basics of Recording Sound	
11/10	Basics of Recording Soun, Pt. II	
11/12	ProTools	
11/17	ProTools	
11/19	Playback rough shows	
11/24	TBD	
11/26	TBD	
12/1	In-class revisions	
12/3	In-class revisions	
12/8	12:30pm FINAL EXAM – Play back shows	

GRADING

Assignments are valued as follows:

1) 5 Quizzes	25%
2) Show Pitch	20%
3) Rough mix of show	15%
4) Full attendance/participation in class discussion / critique	10%
5) Final mix of show	30%

Grading Criteria:

A = Exceptional. Demonstrates mastery of material beyond expectation. Professional quality of work. Highest level of scholarship.

B = Above average. Demonstrates mastery of material. Work is of better-than-expected quality, but not quite professional. High level of scholarship.

C = Average. Demonstrates proficiency with material. Work is of amateur quality. Ordinary level of scholarship.

D = Below Average. Less than proficient with material. Work shows errors, careless mistakes, or is just plain wrong. Poor scholarship.

F – Failure. Material incomplete. Work grossly negligent or incomplete. No evidence of scholarship present.

LATE PAPERS

Deadlines are an inescapable part of responsible, professional, adult life. Late papers will lose a letter grade for each day that the paper is late.

If you discover, *a week or more in advance*, that you have multiple deadlines converging on the same day, you may request a change in deadline. Such a change may be granted at the instructor's discretion. Once the deadline has passed, it's too late to ask for exceptions. Manage your time and deadlines wisely.

TARDINESS / ABSENCE POLICY

Attendance is 25% of your grade. That's the difference between an "A" and a "C"...or a really easy way to earn an "F."

TARDINESS

Class BEGINS EXACTLY AT THE APPOINTED TIME. It is your responsibility to be prepared to begin BEFORE the class starts.

Three instances of tardiness is equivalent to one absence. See below for the class absence policy.

THE INSTRUCTOR RESERVES THE RIGHT TO DENY ENTRY TO STUDENTS WHO ARE NOT PRESENT AT THE START OF CLASS* – ON THE HOUR. PLAN ACCORDINGLY. ON-TIME is EARLY!

*Exceptions will be made only for those with classes located in RAS whose end time makes on-time arrival impossible.

Punctuality is essential in this business. Tardiness will not be tolerated.

Absence Policy, from the Sul Ross State University 2012-2014 Course Catalogue:

CLASS ATTENDANCE

Regular class attendance is important to the attainment of the educational objectives of the University. Each instructor will keep class attendance records, and the instructor's policy on class attendance will be explained at the beginning of the semester or term.

The instructors will drop a student from a course when the student has a total of nine absences. A student will be dropped for excessive absences in remedial courses after nine absences.

An absence is defined as non-attendance in fifty minutes of class; for example, non-attendance in a one and one-half hour class will constitute one and one-half absences and non-attendance in a three hour class will constitute three absences. An absence because of participation in an official University activity is considered to be an authorized absence.

STUDENTS WITH DISABILITIES

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203.