

<p style="text-align: center;">COMM 2307 Basic Radio and CSAT 2307 Basic Audio</p>
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Semester: Fall 2015
Days: TR
Times: 9:30-10:45
Location: FAB 207

Instructor: Dominique Sanchez
Office: FAB 202
432.837.8019
dvargas@sulross.edu

Office hours: Mon. – Thurs. 2:00-3:00pm
Walk-ins or by appointment welcome

Course Description:

There are more than 15,000 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 show 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.

Course Objectives:

By the end of this class, students will

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

Program Learning Outcomes:

1. Demonstrates the ability to competently deliver public presentations, including the use of presentation technology such as presentation software, video, and audio.
2. The ability to analyze communication content for argument, including identification of major elements, such as claims, warrants, data, etc.
3. Demonstrates the ability to complete appropriate discipline specific writing assignments.
4. The ability to apply communication theory to the analysis of communication situations appropriate to each degree specialization.
5. Demonstrate competent use of media technology including video, audio, and internet-based technology.

Required Textbook:

Keith's Radio Station, by John A. Hendricks & Bruce Mims, Focal Press, 9th edition.
ISBN-13: 978-0240821160

Course Materials:

USB Flash Drive (at least 4GB)
Ear buds/Head phones

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 to each class meeting.
 - When working in radio you are working by a clock, seconds late is too late. This class will be like a work place, repetitive tardiness will not be accepted.
3. You will read the textbook.
 - Quizzes will be based directly on reading material. Quizzes will only be available in class. You will not be able to make up a quiz without prior approval.
4. All homework is due at the beginning of a class period. If you know you will miss a class meeting, remember to submit your homework prior to the missed class.
5. Students must silence all personal electronic devices and refrain from using them during each class session, unless otherwise discussed with the instructor for personal reasons and emergencies.

Attendance:

Attendance is part of your grade and will reflect in your in class participation and your final grade.

You are expected to attend every class, and are therefore responsible for everything that occurs in each class. You are responsible for knowing all announcements, lecture material, assignments, and class schedule modification that includes required reading for subsequent classes. If you must be absent, it is your responsibility to notify the instructor and obtain the necessary information.

If you miss a class for any reason (school-related, family emergency, illness, etc.) you must notify the instructor ahead of time. Late work will not be accepted without prior discussion and approval.

Absence Policy, from the Sul Ross State University 2014-2016 Course Catalog:

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.

Every effort will be made by departments to minimize missed class time of students by careful scheduling of authorized University activities. When a student has to miss a class due to an authorized University activity, it will be the responsibility of the student to notify the instructor of the class in advance. The department responsible for the authorized University activity will also notify instructors through the Student Life Office by providing an explained absence list to the office. Instructors will give students participating in an authorized University activity the opportunity to make up class work, including tests, within a reasonable time and at the convenience of the instructor.

A student who is dropped from a course for excessive absences will be notified in writing by the Director of Records and Registration after the drop has been approved by the Provost and Vice President for Academic and Student Affairs. Any student dropped for excessive absences will receive either an "F" or a "W" depending upon the faculty member's discretion.

ADA:

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 Mary Schwartz, M.Ed., L.P.C., in 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. Email: mschwartz@sulross.edu.

Grading:

All assignments and grade distribution are subject to change as the semester continues, at the instructor's discretion.

Participation/Attendance/In Class Discussion & Exercises	20%
Chapter Reading Quizzes	20%
Interview Project	20%
Show Pitch	20%
Final Project	20%

Grading Criteria:

A (90-100%) = Exceptional. Demonstrates mastery of material beyond expectation. Professional quality of work.

B (80-89%) = Above Average. Demonstrates mastery of material. Work is of better-than-expected quality, but not quite professional.

C (70-79%) = Average. Demonstrates proficiency with material. Work is of amateur quality.

D (60-69%) = Below Average. Less than proficient with material. Work shows errors, careless mistakes, or is incorrect.

F (59% or below) = Fail. Work is incomplete. Does not exhibit any proficiency with material.

Brief descriptions of assignments:

Assignments are due on the assigned date, at the beginning of the class period. The acceptance of late work is at the sole discretion of the instructor. All late work will be subject to at least one full grade reduction.

In class discussion:

We will discuss chapter material, historical and current events in this course as it relates to audio/radio. You are expected to have read material and be an active listener to the radio while you are in this course, and therefore be able to actively participate in daily discussion.

Exercises:

Students will work through several audio lessons throughout this course to give the basic ground work for audio editing and the ability to produce audio work at a basic level.

Quizzes:

There will be a quiz corresponding with each chapter of the textbook in this course.

Interview Project:

Students will select a person to interview regarding a specific topic, event, or project. The student will set up the interview, and conduct the interview using an audio recording device of their choice. Students will then bring the interview to class and edit the interview for quality and to include an intro and outro.

Show Pitch:

Students will come up with an idea for a radio show. They will think about audience, reach, material, etc. in preparation for this show. They will develop the background information and format for the show. They will then pitch the show to the class.

Final Project:

Students will prepare a short radio program of their choice. They will produce and edit the program, and will present it to the class during the scheduled final exam.

Daily Schedule

(subject to change at any time throughout the semester)

Date	In Class	Out of Class
Tuesday, August 25	Introductions Syllabus Review First Radio Broadcast	Radio listening journal
Thursday, August 27	War of the Worlds	Chapter 1 Radio listening journal
Tuesday, September 3	Radio Journal Discussion Chapter 1 Quiz Chapter 1 Discussion – <i>State of the Fifth State</i>	
Thursday, September 2	Introduction to Audition	Chapter 2
Tuesday, September 8	Chapter 2 Quiz Chapter 2 Discussion – <i>Station Management</i>	
Thursday, September 10	Visit Alpine Radio Station	Chapter 3
Tuesday, September 15	Discuss Radio Station Visit Chapter 3 Quiz Chapter 3 Discussion – <i>Programming</i>	
Thursday, September 17	Basic Editing	Chapter 4
Tuesday, September 22	Chapter 4 Quiz Chapter 4 Discussion - <i>Sales</i> Interview Project	Interview Project
Thursday, September 24	Effects Basics	Chapter 5
Tuesday, September 29	Interviewee Name and Information Due Chapter 5 Quiz Chapter 5 Discussion – <i>News</i> (news story for print to audio)	Interview Project
Thursday, October 1	Visit Marfa Public Radio (tentative)	Chapter 6
Tuesday, October 6	Discuss Radio Station Visit Chapter 6 Quiz Chapter 6 Discussion - <i>Research</i>	Interview Project
Thursday, October 8	Audio Lesson	Chapter 7
Tuesday, October 13	Chapter 7 Quiz Chapter 7 Discussion – <i>Promotion</i>	Finish Interview Project
Thursday, October 15	Listen to Interview Projects and Discuss	Chapter 8
Tuesday, October 20	Chapter 8 Quiz Chapter 8 Discussion – <i>Traffic and Billy</i>	
Thursday, October 22	Audio Lesson	Chapter 9
Tuesday, October 27	Chapter 9 Quiz Chapter 9 Discussion – <i>Production</i> Show Pitch Project	Show Pitch Project
Thursday, October 29	Audio Lesson	Chapter 10

Tuesday, November 3	Chapter 10 Quiz Chapter 10 Discussion – <i>Engineering</i> General Idea for Show Due	Show Pitch Project
Thursday, November 5	Audio Lesson	Chapter 11
Tuesday, November 10	Chapter 11 Quiz Chapter 11 Discussion – <i>Consultants and Syndicators</i>	Show Pitch Project
Thursday, November 12	Show Pitches Final Project Handout	Final Project
Tuesday, November 17	Audio Lesson Final Project Discussion	Final Project
Thursday, November 19	Final Project Workday	Final Project
Tuesday, November 24	Final Project Workday	Final Project
Thursday, November 26	No Class – Thanksgiving Holiday	
Tuesday, December 1	Last Class Day – Final Project Workday	Final Project
Tuesday, December 8	FINAL PROJECT DUE Listen to Final Projects	CLASS AT 8:00AM