Fundamentals of Radio Production: MACO 3349-01

English, Modern Languages, and Mass Communication
Albany State University
Fall 2009

ACAD 265
Tuesdays and Thursdays, 11:30am-12:45pm

Instructor:
Benjamin Johnson
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Phone: 229.430.4846 (office)   517.230.1272 (mobile)
Office Hours: MTWRF 10-11am, MWF 2-4pm, or by appointment

Course Description:
“Designed to introduce students to the basic principles of effective radio production. The student will learn the operation of selected radio production equipment and how to make creative and aesthetic decisions regarding programming.”
Credits: 3 Prerequisite: MACO 2203 Writing for Radio- Television-Film

Required Reading:


Required Materials:
(1) notebook (10) blank CD-Rs
(1) pair of headphones (5) printable CD labels
(1) 1/8” to 1/4” adapter (1) flash drive or external drive

Course Expectations:
• The purpose of this course is to introduce you to the concepts, technology, and skills behind audio production.

• This class will require substantial amounts of out of class work: reading the assigned text, listening to airchecks, writing and revising copy and critiques, recording and editing projects, newsgathering, collaborating with a group, and more. Expect to spend an average of six hours a week reading and working on projects.

• You are expected to have read, prior to class, the assigned material for each date. Students will be expected to be familiar with assigned readings, and should participate in class discussion. Five percent of your grade will be based on participation, knowledge of the assigned readings, and professionalism.
- ASU RAMmail account is the university’s official means of electronic communication with students. Students are required to use the ASU website (www.asurams.edu) and RAMmail for important university official information on financial aid, current class schedule, registration holds, account balances, etc. In order to communicate with students by other means as needed, each student is required to provide the university with his/her current telephone number(s) and mailing address via BannerWeb.

- We will use Blackboard, to aid you with the course. The syllabus, supplemental reading, and listening assignments will posted, and the instructor will provide course updates and other relevant information through Blackboard. Your grade for participation will also be based on your contribution to discussions in Blackboard.

- A podcast is also available, featuring updates, lectures, and productions: http://podcasting.gcsu.edu/4dcgi/podcasting/albany/channels7730/23926.xml

- Class starts at 11:30. Being late is the same as being absent. Each absence or late arrival will result in a loss of 5% of your final grade. Two absences, late arrivals, or departures may be excused in advance, at the discretion of the instructor.

- You will be treated as media professional, and are expected to conduct yourself and treat others as the same. Disruptive behavior will not be tolerated.

- Mobile phones and similar devices must have their power turned off at all times. Offenders will have their devices confiscated, or will be asked to leave the class.

- There will be no make ups for tests or exams. In the event of an instructor-approved absence, the test or exam may be administered in advance.

- Deadlines are absolute in the working world. All late assignments will receive a zero. All assignments must be submitted as hard copies. You may not email assignments to the instructor or ask him to print your assignment for you. There will be no exceptions in this course.

Schedule:

Week 1
T, August 18
   Introductions and Syllabus
R, August 20
   *Email Mini-Assignment Due*
   *Quiz on Syllabus*
   The Medium of Radio
   Drop/Add Deadline

Week 2
T, August 25
   *Audition Mini-Assignment Due*
   Scriptwriting
Announcing
(McCoy: Chapters 1, 2, & 4)

R, August 27
*Commercial Script Due*
Sound and Audio
(Alten: Chapter 1)

Week 3
T, September 1
*Critique #1 Due*
Sound and Audio
(Alten: Chapter 2)
R, September 3
Spectrum and Broadcasting
(McCoy: Chapters 5, 6, & 7)

Week 4
T, September 8
*Commercial Due*
Speakers and Monitors
(Alten: Chapter 3)
R, September 10
*PSA Script Due*
Microphones
Review
(Alten: Chapter 4)

Week 5
T, September 15
*Test I*
Consoles
(Alten: Chapter 5)
R, September 17
*Critique #2 Due*
Digital Audio
(Alten: Chapter 6)

Week 6
T, September 22
Processing and Effects
(Alten: Chapter 8, 13)
R, September 23
*PSA Due*
Personality and Creativity
(McCoy: Chapters 9 & 10)
Week 7
T, September 29
Radio Formats and Formatics
(McCoy: Chapters 13, 14, & 15)
Review
R, October 2
*Critique #3 Due*
Skills Tests

Week 8
T, October 6
*Mid-Term Exam*
R, October 8
Editing
(Altln: Chapter 18)

Week 9
T, October 13
*Station Promos Scripts Due*
Mixing
(Altln: Chapter 19)
W, October 14
Withdrawal Deadline
R, October 15
*Critique #4 Due*
Field Production
(Altln: Chapter 10)

Week 10
T, October 20
*News Report Script Due*
Talk Production
(Altln: Chapter 9)
R, October 22
Work Day

Week 11
T, October 27
*Documentary Script Due*
Digital Audio Formats
HD and Satellite Radio
Podcasting and Streaming
(Altln: Chapter 17)
R, October 29
Career Perspectives
(McCoy: Chapters 19, 20, 21, & 22)

Review

**Week 12**
T, November 3
*Test II*
R, November 5
*News Report Due*
Skills Tests

**Week 13**
T, November 10
Work Day
R, November 12
*Station Promos Due*
Skills Tests

**Week 14**
T, November 17
Work Day
R, November 19
*Documentary Due*
Review for Exam

**Week 15**
T, November 24
Playbacks

**Finals Week**
TBA
*Final Exam*

**Grade Composition:**

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Total</th>
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<tbody>
<tr>
<td>Participation &amp; Mini-Assignments</td>
<td>5%</td>
<td>5%</td>
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<tr>
<td>4 Critiques</td>
<td>2.5% each</td>
<td>10%</td>
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<tr>
<td>2 Skills Tests</td>
<td>5% each</td>
<td>10%</td>
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<tr>
<td>2 Tests</td>
<td>5% each</td>
<td>10%</td>
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<tr>
<td>2 Exams</td>
<td>7.5% each</td>
<td>15%</td>
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<tr>
<td>Production: Commercial</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>Group Production: PSA</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>Production: News Report</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>Production: Station Promos</td>
<td>10%</td>
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<tr>
<td>Group Production: Documentary</td>
<td>10%</td>
<td>10%</td>
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<td>100%</td>
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Final Grade:
A: 90% - 100%
B: 80% - 89%
C: 70% - 79%
D: 60% - 69%

Grading Criteria:
- Participation will be graded on your in-class discussion, knowledge of readings, professionalism, group effort, mini-assignments, and activity on Blackboard.
- Critiques will be graded on your ability to be critical, apply aesthetics, juxtapose, and convey a well written argument.
- Skills Tests will consist of hands-on demonstration of knowledge and competencies in the audio production environment. You will be expected to apply the knowledge learned from lectures, work days, readings, and assignments.
- Tests and Exams will consist of true/false, multiple choice, short answer, matching, and essay questions. Readings and in-class discussion will be covered.
- Productions will be graded on your following of the assignment, quality of script, quality of announcing, overall effectiveness, and the quality of recording, editing, and mixing. Group productions will also be graded on participation and responsibility.

Assignments:
- Critiques: Audio clips (airchecks) will be made available for you to critique as examples of radio production. Clips will include spots, talk radio, music-oriented radio breaks, news, features, and podcasts. You will be asked to write one-page, multi-paragraph critiques of 4 different pieces this semester. Apply the concepts and techniques learned in this class to evaluate the production values, effectiveness in communicating to the intended audience, and how the piece compares with similar work in the genre. These must be submitted as printed copies.
- Production Projects: Five separate production pieces will be assigned this semester, two of which will be group projects. Each project must be highly developed, and scripts must be submitted in advance for feedback and approval. Scripts must be submitted on time as hard copies. It is important that you incorporate the instructor’s feedback into your final script that you use for your production. All pieces must be submitted in one of two ways, as indicated by the instructor: either as (1) a CD with a printed label that lists your name, project title, assignment name, course number, and date, or as (2) a file in the format designated by the instructor, named in a “Firstname_Lastname_Assignmentname.extension” arrangement and saved to a specified folder on a specified drive.

Academic Honesty:
All forms of academic misconduct are prohibited by the student code of conduct. Students who plagiarize, cheat, or commit other forms of academic misconduct will fail the course and be placed on probation. At the discretion of the instructor and department, extenuating circumstances may lead to a lesser penalty of a zero for the entire assignment, with no opportunity to make up points. All instances of misconduct will be fully documented, and the chair of English, Modern Languages, and Mass
Communication, along with other university officials, will be notified. Students with a previously documented record of academic dishonesty who commit a second offense will automatically fail the entire course and be suspended from the university for not less than one year.

Academic dishonesty is a very severe offense, and ignorance is not a defense. You are responsible for understanding the difference between original and unoriginal work. If you are unsure about the appropriateness of their coursework, you need to contact the appropriate instructor, and assistance will be given. Anti-plagiarism information is also available in style guides and online resources. Examples of academic dishonesty include, but are not limited to:

- Representing the work of others as one’s own.
- Failing to cite others when quoting, paraphrasing, or incorporating their ideas.
- Failing to clearly quote, cite, or attribute another’s words, if even that author is identified.
- Submitting course work completed for another course to satisfy any requirements for this course.
- Supplying or using work or answers that are not one's own.
- The use of any unapproved notes, reference materials, or electronic devices while taking any examination.
- Providing or accepting unapproved assistance with the completion of any assignment or examination.
- Falsifying quotes, data, reports, or facts.
- Interfering through any means with another's academic work.

Please note that all cases of plagiarism will be documented in your departmental record. In addition, all Mass Communication courses will utilize Turn-It-In software, which, together with other means, be used to uncover any incidents of plagiarism.

The Mass Communication faculty will hold an annual plagiarism workshop that will address all issues regarding academic dishonesty. You are strongly encouraged to attend this workshop at the start of your academic career.

**Accommodations for Students with Disabilities:**

Students in need of accommodations or assistance are encouraged to discuss their requirements with the instructor, who will work with the student and the University to address and support those learning needs. Your privacy and confidentiality will be preserved to the fullest extent possible.

**Changes to the Syllabus:**

The instructor reserves the right to make any changes to this syllabus or the weekly schedule provided here. Any changes will be communicated to all students as far in advance as possible.

**Statement of Understanding:**

After having read this syllabus, please complete and return the form on the next page.
MACO 3349  
Statement of Understanding  

English, Modern Languages, and Mass Communication  
Albany State University  

I, ______________________________, have completely read and fully understand the syllabus for this course. I know what is expected of me, I am capable of adhering to the course’s schedule, and I understand how I will be evaluated. I also understand the various forms of academic dishonesty, and am aware of the penalties involved. 

Student Signature: _______________________________  Date: ______________

Instructor Signature: _______________________________  Date: ______________

This form should be completed and submitted to the instructor by Tuesday, August 25.