I.  INTRODUCTION
A.  Study and practical experience in digital audio production systems and software including multi track recording techniques, processing and special effects.

B.  This course is required for students completing the Radio/TV Broadcasting Certificate of Completion, or the General Studies Degree with emphasis on Radio/TV Broadcasting.

C.  Prerequisite: Comm 2303

II.  LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:

A.  Prepare effective radio copy. (F2, C5, C7, C8, F7)

B.  Understand production techniques used in radio stations today. (C18, C19)

C.  Understand how to produce effective commercials. (F2, F6, F7, C18, C19)

D.  Have a concept of digital audio broadcasting and computer applications in radio. (C18, C19, F6, F7)

III.  INSTRUCTIONAL MATERIALS
The instructional materials identified for this course are viewable through www.ctcd.edu/books

IV.  COURSE REQUIREMENTS
A.  Reading assignments are to be completed prior to the class period during which
the material will be discussed. These assignments will be the topic of lecture material presented by the instructor during the appropriate class session.

B. Assignments are due on the date specified. Late assignments will be subject to a deduction of points. All assignments which are not acceptable will be resubmitted and will be subject to a deduction of points.

C. Students are expected to attend class arriving on time. Excessive absences will be subject to possible withdrawal from course. Attendance policies are described in the Central Texas College catalogue.

D. All scripts, proposals, etc., must be typed and error free.

E. No class or laboratory assignment may involve the production of illegal, obscene, or indecorous materials, or the execution of what is commonly considered to be illegal, obscene, or indecorous behavior.

V. EXAMINATIONS

There will be three exams based on material covered in class. These exams will be objective in nature. The instructor will review material which will be included on the exam during the class meeting prior to the exam.

VI. SEMESTER GRADE COMPUTATION

| Exam 1 | 50 |
| Exam 2 | 50 |
| Exam 3 | 50 |

Production assignments | 350 (7 assignments at 50 pts each) |

Total points | 500 |

Points to Grade Ratio

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\begin{align*}
900 & \: - \: 1000 = A \\
800 & \: - \: 899 = B \\
700 & \: - \: 799 = C \\
600 & \: - \: 699 = D \\
0 & \: - \: 599 = F \\
\end{align*}
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VII. NOTES AND ADDITIONAL INSTRUCTION FROM THE INSTRUCTOR

A. Course Withdrawal: It is the student’s responsibility to officially withdraw from a
course if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

- 10-week session: Friday of the 8th week
- 8-week session: Friday of the 6th week
- 5-week session: Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of “W” provided the student’s attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of “F” or “FN” for nonattendance.

B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.

C. Incomplete Grade: The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the coursework but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a course …..” Prior approval from the instructor is required before the grade of “I” for Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course.

D. Cellular Phones and Beepers: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.

E. American’s With Disabilities Act (ADA): Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable
accommodations will be given in accordance with the federal and state laws through the DSS office.

F. Instructor Discretion: The instructor reserves the right of final decision in course requirements.

G. Civility: Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

VIII. COURSE OUTLINE:

A. Unit One: The Production Person

1. Learning Outcomes: Upon successful completion of this unit the student will be able to discuss the role of the radio production person and how the production person is part of the radio station organizational structure. The student will be aware of the duties and responsibilities of the production person and skills and talents needed for successful employment.

2. Learning Activities:
   a. Read Chapter 1 (F1, C5, C6)
   b. Diagram the organization structure of a typical radio station (C5, C7)
   c. Prepare a summary of the job duties of each department. (F2, C5, C7)

3. Unit Outline:
   a. The radio station as a business
   b. The radio station as an organization
   c. The role of the radio production person.

B. Unit Two: Digital and Analog Recording

1. Learning Outcomes: Upon successful completion of this unit the student will be able to describe the analog and digital recording process and operate various digital recording devices.

2. Learning Activities:
   a. Read Chapters 2 & 5 (F1, C5, C6)
   b. Produce a commercial announcement using digital software. (C6, C18, C19)

3. Unit Outline:
   a. Analog recording and devices
   b. Digital recording and devices
c. Digital audio workstations and software  
d. Media  
e. Storage and backup

C. Unit Three: Commercials: Creating and Writing

1. **Learning Outcomes:** Upon successful completion of this unit the student will be able to create and write a commercial from a sales order.

2. **Learning Activities:**  
a. Read Chapter 7 (F1, C5, C6)  
b. Produce a commercial with the information from a sales order (C7, F2)

3. **Unit Outline:**  
a. Production as part of the sales process  
b. Strong and weak points of radio advertising  
c. Commercial creation  
d. The sales order to commercial

D: Unit Four: Commercial Production

1. **Learning Outcomes:** Upon successful completion of this unit the student will produce the commercial written as part of unit 3.

2. **Learning Activities:**  
a. Read Chapter 8 (F1, C5, C6)  
b. Record a commercial announcement using various production elements. (C7, C18, C19)

3. **Unit Outline:**  
a. Characters/Voices  
b. Music  
c. Sound effects  
d. Recording / Editing  
e. Client Presentation

E: Unit Five: Station Operations

1. **Learning Outcomes:** Upon successful completion of this unit the student will be able to discuss programming, promotion and format selection used in modern radio stations. The student will exhibit a knowledge of basic radio ratings terms and use ratings information to build a profile of a station.

2. **Learning Activities:**  
a. Read Chapter 14 (F1, C5, C6)  
b. Prepare a programming strategy for a radio station in a competitive market and defend concepts which the student would implement. (F2,
3. **Unit Outline**
   a. Music format and selecting
   b. Programming
   c. Format delivery
   d. Audience ratings

F: **Unit Six**: Station Promotion

1. **Learning Outcomes**: Upon successful completion of this unit the student will be able to discuss the various promotion strategies used by radio stations.

2. **Learning Activities**:
   a. Read Chapter 10 (F1, C5, C6)
   b. Design an annual promotion plan for your station and present this plan to the class (C5, C6, C7, F6, F7, F8)
   c. Defend your concepts to your peers (F6, F7, F9, C7, C13)

3. **Unit Outline**:
   a. Station imaging/branding
   b. On air promotion techniques
   c. Off air promotion
   d. Contests/Events

G. **Unit Seven**: New Technologies and Challenges

1. **Learning Outcomes**: Upon successful completion of this unit the student will be able to identify and describe various new technologies which will compete with the radio audience. The student will select a technology and present why the student believes this technology will have the greatest impact on radio.

2. **Learning Activities**:
   a. Read Chapter 13 (F1, C5, C6)
   b. Prepare a presentation why this technology will have an impact on traditional radio (C5, C6, C7, F2, F6, F7)

3. **Unit Outline**:
   a. Internet Audio
   b. Satellite audio services
   c. Other personal audio services
   d. Digital/HD radio.