

# Syllabus CMST 161 - Basic Broadcasting

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Text Book: KEITH'S RADIO STATION-Broadcast, Internet And Satellite  
9th Edition Hendricks & Mims isbn 978-0-240-82116-0

## DESCRIPTION:

Develop skills in announcing and audio operations. Students review radio history & regulations & get an introduction to commercials, promotions, news, production & station operations.

As there is much overlap in the industry, the history and current and best practices for Television and the Internet are also covered on a limited basis.

## OUTCOMES:

After completing this class, students will be able to:

- Demonstrate an understanding of the history, creation and evolution of radio.
- Conduct research into various radio formats and employment opportunities, and design a radio station of one's choosing, including justification of format, budget for a year of operation, and discussion of various staff positions in that radio station.
- Log and describe segments of local radio programming.
- In labs produce a 15 minute live radio show or podcast demonstrating production techniques including cross fades, digital editing, microphone skills and playing recorded commercials.
- Also create a commercial and a public service announcement that meets broadcast standards among other assignments.

## WEEKLY SCHEDULE

WEEK ONE: Class Begins/ Class Expectations \* Ch 1 State of the 5th Estate & History \* Movie: Radio Days rated PG \* LABS: Equipment Basics, Warm Up Exercises, On-Air Performance

WEEK TWO: Chapter 3 & 6 Programming, Podcasting & Research \* Quiz \* LABS: Board Operations, CD's

WEEK THREE: Chapter 5 News \* LABS: Crossfades

WEEK FOUR: Chapter 9 Production \* Quiz \* LABS: Records

WEEK FIVE: Chapter 7 Promotions \* Radio Listening Assignment Given \* LABS: Frontsells, Backsells

WEEK 6: Chapter 4 & 8 Sales/Traffic \* Quiz \* LABS: Voxpro/ Editing /Adobe Audition

WEEK 7: Chapter 10 & 2 Engineering & Management \* GROUPS \* Radio Listening Assignment Due \* LABS: Commercials

WEEK 8: GROUPS \* Quiz \* LABS: PREPARE FOR DUMMY BROADCAST/PODCAST

WEEK 9: GROUP PRESENTATIONS \* LABS: STUDENT BROADCASTS BEGIN

Week Ten: GROUP PRESENTATIONS \* LABS: STUDENT BROADCASTS

Week Eleven: TBA

**GUEST SPEAKERS:** Questions about them will be on quizzes.

**QUIZZES:** *Approx. every other week. Questions will be from lecture, text book, movies, and guest speakers. There are NO MAKE UPS, but the lowest quiz grade will be dropped.*

**WRITING ASSIGNMENTS:** There will be a couple of in class writing assignments—these are usually one page each. Papers turned in late **WILL NOT BE ACCEPTED**.

**FINAL:** A two page written research paper—due : TBA

This paper must be typed. Double spaced, on inch margins. Plagiarism will not be tolerated, see BC plagiarism policy. **Wikipedia is NOT an acceptable source**. The specific topic will be assigned in class.

**RADIO LISTENING ASSIGNMENT:** Must include clocks for each hour, logs for each hour, and a comparison/contrast page that includes demographics, your opinion of the station, suggestions for the program director, and whether or not you would listen again.

**INDEPENDENT or GROUP PRESENTATION:** You/Your group must develop a radio station or podcast company, a format, budget, rate card, promotions and a play list & justification for all. 4 jobs must be filled, G.M., P.D., SALES & PROMOTIONS, with an optional D.J. You/your group will create a presentation and present it to the class.

**STUDENT BROADCASTS/PODCASTS:**

The "Dummy" Broadcast/Podcast is a 5 minute mock-radio show/podcast that demonstrates the skills you have developed in the lab. It can contain: Crossfade, CD, Record, Frontsell, Backsell, Pre-Recorded Commercial, Live Commercial Read, 1 Min. Newscast, 30 second Sportscast, Time Check, LEGAL ID, Promo, PSA, Wx, Tx, Band Notes, Set up of board and Voxpro and/or Adobe Audition and other elements may be assigned by instructor.

**ATTENDANCE:**

Mandatory. Students **ARE EXPECTED** to attend all scheduled class meetings whenever possible. While attendance requirements are up to individual faculty members in the Arts & Humanities Division, active participation and regular attendance are essential to students' success.

Unless students have accommodations regarding attendance that have been approved through the Disability Resource Center, they should not be absent more than 20% of the total class time scheduled. When absences go beyond 20%, instructors' policies may result in one of the following:

- \* Students may earn a grade of "F" for the course.
- \* Students may earn a lower final grade.

Students should carefully review each instructor's syllabus to make sure they understand the

attendance policy and the consequences for missing class. In some classes, even a small number of absences (less than 20%) can affect students' grades, undermine their progress, and make it difficult to catch up. In cases of legitimate hardship, students may also request that instructors grant a "HW" (hardship withdrawal), which is a non-credit grade.

Students with accommodations regarding attendance must actively communicate with the instructor (and consult with the DRC) about each absence to determine if the accommodation applies.

For more information, check the website:

<https://www.bellevuecollege.edu/artshum/student-information/>

## GRADING:

QUIZZES (ONE THROWN OUT)	300
WRITING ASSIGNMENTS	100
DUMMY BROADCAST/PODCAST	500
GROUPS	500
RADIO LISTENING ASSIGNMENT	200
FINAL—WRITTEN PAPER	300
ATTENDANCE/ PARTICIPATION	<u>100</u>
	2000 POINTS POSSIBLE

2000-1900	A
1899-1800	A-
1799-1720	B+
1719-1680	B
1679-1600	B-
1599-1540	C+
1539-1480	C
1479-1400	C-
1399-1200	D
BELOW 1200	F

Essential to a liberal arts education is an open-minded tolerance for ideas and modes of expression which might conflict with one's personal values. By being exposed to such ideas or expressions, you are not expected to endorse or adopt them but rather to understand that they are part of the free flow of information upon which higher education depends.

To this end, you may find that certain books, films, or other materials are assigned which may, in whole or in part, offend you. These materials are equivalent to required texts and are essential to the course content. If you decline to view or read material you consider offensive, you may still be required to respond to its content, and you may not be able to fully participate in required class discussions, exams, or assignments. Consult the syllabus and discuss such issues with the instructor.

EMAILING ASSIGNMENTS IS NOT ACCEPTABLE. IF ASSIGNMENTS ARE NOT PRINTED AND HANDED IN DURING CLASS IT WILL BE CONSIDERED LATE. The deadlines are fixed; if you fail to turn in a paper or complete a project on time, you will receive a grade for it which is no higher than the lowest grade given to anybody who turned the paper in by the due date.

If you miss class, please DO NOT email me...get assignments from a classmate. All EMAILS sent to me must have class name and number in the subject line Emailed assignments will not be accepted or considered "on time".

There are NO make-ups on quizzes, discussions, in class assignments, the midterm or the final. Failure to attend class at the scheduled time will result in an F on the assignment.

All assignments must be TYPED unless specified by me. If it is more than one page STAPLE IT! Each assignment must have a heading with assignment title and YOUR NAME ON IT.

If you have medical information to share with me in the event of an emergency, please contact me via email or come to see me during office hours.

## DISABILITY RESOURCE CENTER (DRC)

The DRC serves students with a wide array of learning challenges and disabilities. If you are a student who has a disability or learning challenge for which you have documentation or have seen someone for treatment and if you feel you may need accommodation in order to be successful in college, please contact us as soon as possible.

If you are a person who requires assistance in case of an emergency situation, such as a fire, earthquake, etc. please meet with your individual instructor to develop a safety plan within the first week of the quarter.

If you are a student with a documented autism spectrum disorder, there is an additional access program available to you. Contact [asn@bellevuecollege.edu](mailto:asn@bellevuecollege.edu) or 425-564-2764. ASN is located in the Library Media Center in D125. [www.bellevuecollege.edu/autismspectrumnavigators/](http://www.bellevuecollege.edu/autismspectrumnavigators/)

The DRC office is located in B132 or you can call our reception desk at 425-564-2498. Deaf students can reach us by video phone at 425-440-2025 or by TTY at 425-564-4110. Please visit our website for application information into our program and other helpful links at [www.bellevuecollege.edu/drc](http://www.bellevuecollege.edu/drc)

## PUBLIC SAFETY & EMERGENCIES

Public Safety is located in D 171 and can be reached at 425-564-2400(easy to remember because it's the only office on campus open 24 hours a day--2400). Among other things, Public Safety serves as our Parking Permits, Lost & Found, and Emergency Notification Center. Please ensure you are signed up to receive alerts through our campus alerting system by registering at <http://www.bellevuecollege.edu/alerts/?ref=footer>

If you work late and are uneasy about going to your car, Public Safety will escort you to your vehicle. To coordinate this, please phone ahead and let Public Safety know when and where you will need an escort.

Please familiarize yourself with the emergency postings by the door of every classroom and know where to go in the event of an evacuation. Your instructor will be asked if anyone might still be in the building, so check in before you do anything else. Emergency responders will search for anyone unaccounted for.

**IF A MAJOR EMERGENCY OCCURS, PLEASE FOLLOW THESE TWO RULES:**

- 1) Take directions from those in charge of the response - We all need to be working together.
- 2) Do not get in your car and leave campus (unless directed to) - Doing so will clog streets and prevent emergency vehicles from entering the scene. Instead, follow directions from those in charge.

Please do not hesitate to call Public Safety if you have safety questions or concerns at any time.