

6/7/2023

DATE



REQUIRED COURSE



ELECTIVE COURSE

HUM DIVISION

☐ NEW COURSE☒ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	COM-150	TITLE: (30 Characters Max)	Introduction to Broadcasting				
SEM CR HRS:	3	Lecture:	3	Lab:	0	ECH:	3
Course Level:	<input type="checkbox"/> Gen Ed / IAI <input checked="" type="checkbox"/> Baccalaureate /Non-IAI		<input type="checkbox"/> Career/Technical <input type="checkbox"/> Dev Ed/ Not in Degree Audit	Clinical Practicum:	0	SOE/ Internship:	0
COURSE PCS #	12 09.0701		IAI Code	MC914		Contact Hours (Minutes Per Week)	
Repeatable (Y/N):	Pass/Fail (Y/N):	Variable Credit (Y/N):	Min:	Max:	16 Wks	150	8 wks
Prerequisites:	None						
Catalog Description: (40 Word Limit)	Emphasis is placed on all aspects of the broadcasting industry including history, digital radio, high definition television, programming, the FCC, advertising, and responsibility to society. A brief explanation of the technical operations of a station is presented.						

List the Major Course Segments (Units)		Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Non-Clinical Internship/ SOE
1	History of Radio/TV Broadcasting	6			
2	History of Cable TV, Direct Broadcast Satellite, Satellite Radio	4			
3	Federal Communications Commission	5			
4	Radio/TV Programming – Types, Syndication	3			
5	Workings of Networks and Ad Agencies	4			
6	Ownership of Radio and TV stations	2			
7	Digital Radio and High Definition TV	4			
8	Technical Operations of Radio and TV	3			
9	Current Events in Broadcasting	5			
10	Political and Regular Advertising	9			
TOTAL		45	0	0	0

EVALUATION

QUIZZES	<input checked="" type="checkbox"/>	EXAMS	<input checked="" type="checkbox"/>	ORAL PRES	<input checked="" type="checkbox"/>	PAPERS	<input type="checkbox"/>
LAB WORK	<input type="checkbox"/>	PROJECTS	<input checked="" type="checkbox"/>	COMP FINAL	<input type="checkbox"/>	OTHER	<input type="checkbox"/>

COURSE MATERIALS

TITLE:	Heads Broadcasting in America
AUTHOR:	McGregor/Driscoll/McDowell
PUBLISHER:	Allyn & Bacon
VOLUME/EDITION/URL:	10th Edition
COPYRIGHT DATE:	2011

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
History of Radio/TV Broadcasting	6	Summarize the major events in broadcast history including the beginning of radio, creation of the FCC, advent of TV, birth of cable, and early programming.
History of Cable TV, Direct Broadcast Satellite, Satellite Radio	4	Explain the history of Cable TV, the advent of DBS, and the impact of satellite radio on the broadcast industry.
Federal Communications Commission	5	1. Summarize FCC laws such as Section 315, AM, FM, and TV station power limitations, network laws, safe harbor, public file and criticisms. 2. Research issues and conduct interviews that must be addressed by radio-TV stations every three months.
Radio-TV Syndication	4	Demonstrate by example what radio & TV syndication is and how it is purchased including the types.
Workings of Networks & Ad Agencies	4	1. Compute and explain how an advertising agency makes money 2. Analyze and discuss the functions of an advertising agency.
Regulation of Ownership of Radio/TV Stations	2	Examine the latest FCC ownership limits when buying or constructing radio and TV stations.

Digital Radio and Television	4	Evaluate the effect of In-Band-On- Channel radio and High Definition Television on owners of radio and TV stations and the general public.
Technical Operations of Radio & TV	3	Review the technical operations of radio and TV stations including power limitations, studio and remote equipment, and low power radio.
Current Events in Broadcasting	5	1. Discuss career opportunities within changing industry. 2. Present a 5 – 7 minute oral presentation on a current issue in broadcasting.
Political and Regular advertising	8	1. Summarize the free air time bill, equal time provision as it relates to political advertising, reasonable access lowest unit rates, personal attack rule, and the Zapple Doctrine. 2. Examine the various forms of Radio/TV advertising including co-op, price variables, and rate cards. 3. List the advantages and disadvantages of Radio/TV advertising.
Insert New Line Above this Line		
	45	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
Understand the major events in broadcast history	
Identify the various forms of broadcast advertising, including those related to political advertising	
Explain a current trend in broadcasting	
Discuss FCC rules that broadcast stations must operate under	

* Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.