

6/7/2023

DATE



REQUIRED COURSE



ELECTIVE COURSE

HUM DIVISION

☐ NEW COURSE☒ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	COM-185	TITLE: (30 Characters Max)	Advanced Radio Production					
SEM CR HRS:	4	Lecture:	1	Lab:	6	ECH:	7	
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 SOE ECH: 0	
COURSE PCS #	12 10.0202		IAI Code		Contact Hours (Minutes Per Week)			
Repeatable (Y/N):	Pass/Fail (Y/N):	Variable Credit (Y/N):	Min:	Max:	16 Wks	350	8 wks	700
Prerequisites:	COM-070							
Catalog Description: (40 Word Limit)	In this course students polish the skills and techniques of boardwork, announcing, voice tracking, news and sports writing, and production. The importance of promotion, management of station personnel, and programming a station for profit are stressed.							

List the Major Course Segments (Units)		Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Non-Clinical Internship/ SOE
1	Management of a Station	4	0		
2	On Air Work	0	45		
3	Programming a Radio and/or TV Station	3	0		
4	Audience Research	2	0		
5	Production of Promos, PSA's, Liners with Editing Techniques	0	35		
6	Programming of Computer Used in Radio Operation	1	10		
7	Promotion of a Radio and/or TV station	3	0		
8	Job Interviewing Skills	2	0		
TOTAL		15	90	0	0

EVALUATION

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

COURSE MATERIALS

TITLE:	Management of Electronic Media
AUTHOR:	Alan B. Albarran
PUBLISHER:	Wadsworth
VOLUME/EDITION/URL:	5th
COPYRIGHT DATE:	2014

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Management of a Station	4	1. Recognize the importance of strategic management at a radio and/or TV station. 2. Summarize the principles of motivation. 3. List the qualification of a good manager.
On Air Work	45	1. Produce an on-air board shift and "voice tracking" with a high degree of professionalism suitable for broadcast. 2. Demonstrate broadcast writing techniques for news, sports, and promotional copy. 3. Operate the control board during various remote events.
Programming a Radio and/or TV Station	3	Write out the process of deciding on what type of format a radio station will pursue and what determines how a TV station decides on the correct program.
Audience Research	2	1. Analyze ratings and list the ways to improve the ratings of radio or TV station. 2. Recall what constitutes a successful radio or TV station.

Production of Promos, PSA's, Liners with Editing Techniques	35	1. Write and produce promos, liners or PSA's that have more than one sound mix. 2. Demonstrate proficiency on the non-linear audio computer editors. 3. Prepare the production for entry on the traffic system.
Programming of Computer Used in Radio Operation	11	Demonstrate proficiency in use of the computer that operates the station.
Promotion of a Radio and/or TV station	3	Explain how to construct a promotion campaign at a radio or TV station.
Job Interviewing Skills	2	Summarize the techniques of interviewing for employment at a radio or TV station including resume, cover letter, and air check.
Insert New Line Above this Line		
	105	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
	Produce an on-air shift suitable for a professional/commercial broadcast station.
	Understand the importance/function of management at a radio station.
	Summarize techniques and material necessary for a broadcast interview.
	Produce production spots suitable for a professional/commercial broadcast station.

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