COMM 1560 – Radio Performance and Production (CM)

Course Syllabus

Instructor:
Phone:
Office Hours:
E-mail:

Required Materials

- Headphones
- Flash drive for storage (2 GB or 4 GB)

Prerequisites

None

Required Text

You are not required to purchase a textbook for this course. However, there is **required reading** in the form of documents, web (Canvas) pages, and links in each module of the course. Since this is a hybrid course it is essential that you read all Canvas pages in this course, much of the instruction is provided in these pages.

Course Description

Become a better communicator by having your own radio show on the student radio station, RadioSLCC.com. Learn about the radio industry, on-air performance techniques, commercial writing and production, and more. Use industry practices and concepts along with theories and models from the discipline of communication to become a better communicator on and off the air.

Course Overview

This class is first and foremost a general education communication class. You will learn communication techniques that work just as effectively outside of the studio as they do behind the microphone. So even if you don't go into broadcasting, you'll be able to use what you learn in this class for all sorts of communication situations for the rest of your life. There are jobs outside of radio that might require you to understand radio, so this class will give you a leg up over those that haven't taken it. Plus, the radio industry is just interesting. After all, it's something that almost everyone uses on a regular basis and after this class, you will not listen to the radio the same way again.

Course Learning Outcomes

1. Recognize and describe basic jobs/positions and structure of the radio industry.
2. Demonstrate use of industry standard broadcast equipment and software.
3. Apply communication theories, research, and industry techniques, to write and/or create original content to inform, entertain, and express an opinion to a specific audience.
4. Demonstrate how vocal delivery, sound effects, and music have symbolic meaning and come together to tell a story.
5. Discuss, identify, and/or apply radio performance and production from a communication, marketing, cultural, technical, critical, and ethical perspective.
6. Critique and apply feedback to their own work and other students' work using critical analysis and constructive comments.
7. Recognize communication skills applied in radio performance, writing, and audience identification used outside of the radio studio.

General Education Statement

This course fulfills the Communication requirement for the General Education Requirements at Salt Lake Community College. It is designed not only to teach the information and skills required by the discipline, but also to develop vital workplace skills and to teach strategies and skills that can be used for life-long learning. General Education courses teach basic skills as well as broaden a student's knowledge of a wide range of subjects. Education is much more than the acquisition of facts; it is being able to use information in meaningful ways in order to enrich one's life.

While the subject of each course is important and useful, we become truly educated by making connections of such varied information with the different methods of organizing human experience that are practiced by different disciplines. Therefore, this course, when combined with other General Education courses, will enable you to develop broader perspectives and deeper understandings of your community and the world, as well as challenge previously held assumptions about the world and its inhabitants.

ePortfolios and General Education at SLCC

Your General Education ePortfolio tells your SLCC learning story. Your ePortfolio enables you to introduce yourself to your professors and classmates, showcase your learning, and reflect on how your courses connect to each other, your life, goals, and community. The ePortfolio is intended to help you connect with other students and communicate with professors about how you learn, what you are taking away from your experience, and what supported your learning in their class. Professors can use your ePortfolio to get to know you before class and use your reflections and signature assignments to continuously improve their teaching.

Your General Education ePortfolio will also help you weave together the concepts you learn across all General Education courses. To do this, each General Education course you take at the college will ask you to demonstrate your engagement with the General Education learning

outcomes by designing a course-specific ePortfolio page that includes a Signature Assignment and reflection. When you finish your time at SLCC, your ePortfolio should provide a multi-media showcase of your educational experience and tell the story of your learning growth while at SLCC. You can create a SharePoint ePortfolio by completing the [Consent Form.](#) Visit the [ePortfolio help site](#) to learn more.

SLCC allows students to use any ePortfolio platform of their choosing. We recommend SharePoint for work you want to keep private, like your learning portfolio. We recommend Google Sites for content you would want to make public, like a professional or program portfolio.

Communication Plan

I will respond to email within 24 hours during the work week and in 24 - 48 hours on weekends.

I will offer feedback on major assignments within one to two weeks of the due date.

The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

Course Requirements

Web Access Needed: This course requires you to have access to the internet since some assignments and reading must be done outside of class time using Canvas and the internet.

Hybrid Course: This course is a hybrid course. Learning activities are facilitated between a classroom and an online learning space. Classroom time is reduced, requiring students to be engaged in other learning activities online and outside of the classroom and uses Canvas for course management. For this course, it is also highly recommended that you have a laptop or desktop computer (a Chromebook may not be sufficient for some of the projects required for this course). If Internet access is unstable, remember you can use the Center for Arts and Media edit bays to complete the course or portions of the course (audio recording and editing projects). In addition, a hybrid course requires dedication and self-motivation. Set aside specific days and times each week to check the course website and complete your coursework. Since the course is three credits, be sure you are checking Canvas **at least three times** per week and you should plan at least six hours per week to work on the course.

Assignments: Assignments will consist of activities assigned to you by the instructor for each section of the course. Assignments in this course consist of weekly radio shows/airchecks, readings and quizzes, production assignments, and practicum.

Assignments are worth a certain number of points and should be turned in on time. Late work gets docked one grade. You get one week after the due date to turn in work. After that, it's locked. But trust me, some points are better than no points. You get one week grace from the

due date of airchecks. After that, the assignment closes, and no points are available. Assignment deadlines are listed on the course calendar but may be modified based on the semester and course needs.

Practicum: In coordination with the [Student Media Center](#), students will be required to participate in extra hands-on learning experiences that reinforce and teach additional skills that will be required of students interested in entry level jobs in broadcasting. This includes, additional radio shows, observing advanced radio and professional radio shows, podcasts, live sports broadcasts, and also includes extra opportunities to write and produce radio promos and new, etc.

Quizzes: Quizzes may include multiple choice, true/false, matching, and short answer.

Final Project: Students will put together an industry standard aircheck highlighting their best on-air performances. This project will require students to show how they applied the theories they learned to their on-air performance and will also provide them with the materials needed to pursue entry level work.

ePortfolio: The best of aircheck, commercial, What's Happening promo, remote break, and newscast assignments will be posted to the student's ePortfolio and include a final reflection on learning from the course.

Preparation/Participation: Prior to class discussions, students will need to complete the assigned readings and assignments. It is difficult to participate if you come unprepared to class. Your attendance at class sessions is **required**. Class discussions occur only once, and it is your responsibility to determine the material missed and learn the material when you are absent. Some discussions include in-class activities that cannot be made up. With the rapid changes in technology and media, some information given in class is not in the readings.

Attendance: I will take roll when the class starts. If you come into class after the roll has been called, it is your responsibility to send me a message in Canvas so I can update your attendance from absent to late.
I've learned a lot in life depends on simply showing up. As a result, I expect you will come to class. There will be many in-class activities that will be graded and can't be made up after the fact. That's because these assignments are learning experiences that will help you get better, and you need to be in class to capitalize on them. For example, there will be times we will listen to each other's production and give feedback. Hearing what other people do is just as important as getting feedback on your own work. If you're not in class, you don't get either.

Class Structure
The class is organized with modules for each week. You should review the work the week before. For example, if you are in week two of class, at some point during week two you should review what is coming up for week three, the next week.
Each week you will have to keep on top of the following class components:

- Weekly Radio Show
  - Weekly show reading
  - Preparing your show (in-class discussion, researching topics, and writing prep sheets)
  - Scoping aircheck
  - Turn in your scoped aircheck and prep sheet
  - Online discussions related to being on-air
- Before Class
  - Readings and assignments that must be completed in order to be prepared for class each week.
- In Class
  - In-class activities and discussions with varying topics related to current course projects.
  - In-class critiques
  - Recording and editing
- After Class
  - Readings and assignments/discussions/quizzes that must be completed before the end of the module each week.

Required Assessments

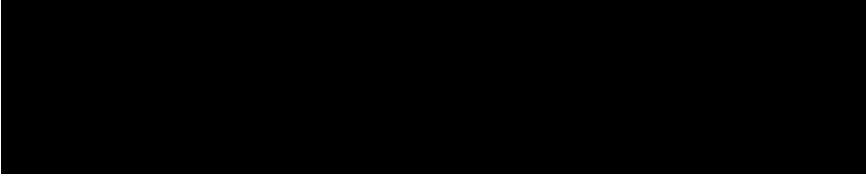| Assessment Category	Percentage
Radio Shows o 10, one-hour long shows on RadioSLCC.com	20%
Production Assignments o Production assignments, online discussions, quizzes, in-class work, etc.	45%
Practicum o 10 hours of practicum. This is an opportunity to get more experience with aspects of radio performance and production that interest you and explore other audio related opportunities.	20%
Final Project/ePortfolio	15%

Final Grades:

After any adjustments for difficulty and participation, final grades will be assigned according to the following schedule:

95-100% = A	80-83% = B-	67-69% = D+
90-94% = A-	77-79% = C+	64-66% = D
87-89% = B+	74-76% = C	60-63% = D-
84-86% = B	70-73% = C-	Below 60 = E

Accessibility and Disability Services

SLCC values inclusive learning environments and strives to make all aspects of the College accessible to our students. If you have a disability and believe you need accommodations to improve access to learning materials or the learning environment, please contact the

Institutional Syllabus

Read the institutional syllabus for college-wide student rights and responsibilities, learning support and tutoring services, and advising and counseling support. *Please* take some time to go through the information in the institutional syllabus. You will miss some great student support and services if you don't.

Orientation

Please go to the Orientation Module or Modules menu to continue navigating this course.