COURSE OUTLINE

**Media Arts 207
Radio Webcasting**

I.   **Catalog Statement**

Media Arts 207 is designed to provide a realistic working experience in internet radio production. The emphasis is on actual production of audio programs for the campus and community. Students gain experience with announcing, playlist creation, show scheduling, program automation, and other capabilities of the Media Arts Audio Studio. Students create and perform their own radio shows, streaming to the public through Glendale Community College's web radio station KGCC.

Total Lecture Units: 2.0
Total Laboratory Units: 1.0
Total Course Units: 3.0

Total Lecture Hours: 32.0
Total Laboratory Hours: 64.0
Total Faculty Contact Hours: 96.0

Prerequisite: MEDIA 107 or equivalent.

II.   **Course Entry Expectations**

Prior to enrolling in this course, the student should be able to:
1. understand basic acoustic principles, i.e., frequency, amplitude, vibration, waveform;
2. operate basic audio equipment such as microphones, mixers, digital audio workstations, recorders, amplifiers and speaker systems;
3. understand digital audio principles, file types, and compression methods;
4. perform multi-track audio recording and editing within the Pro Tools application;
5. write audio production scripts and cue sheets;
6. create and record live sound effects;
7. analyze production values of professionally produced programs;
8. create a synthesis of narration, dialog, music, and sound effects in audio editing assignments.

III.   **Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:
1. create a wide variety of studio and location audio production assignments;
2. operate professional audio production equipment;

3. write audio scripts;
4. evaluate the audio production needs of prospective clients;
5. coordinate the webcasting of audio programs to the community.

IV. **Course Content**   **Total Faculty Contact Hours = 96**

A. Pre-Production Techniques and Concerns   Lecture 4 hours
   1. Establishing news and story contacts   Lab 8 hours
   2. Writing scripts for radio
   3. Music and sound effects selection
   4. Scheduling production

B. Remote Audio Production   Lecture 8 hours
   1. Assessing power requirements   Lab 16 hours
   2. Operation of portable audio equipment
   3. Location miking techniques
   4. Recording in adverse environments

C. In-Studio Production   Lecture 12 hours
   1. Crew responsibilities and relationships   Lab 24 hours
   2. Studio acoustics
   3. Control room engineering
   4. On-the-air disciplines
   5. Equipment set-up and operation
   6. Radio announcing
   7. Announcer booth operation
   8. Combined announcing/engineering

D. Programming for Webcast Distribution   Lecture 8 hours
   1. Assessing audience demographics   Lab 16 hours
   2. Building audio playlists
   3. Audio compression techniques
   4. Responsibilities of the Station Manager
   5. Responsibilities of the Program Director
   6. Creating program schedules
   7. Operation of character generator
   8. Operation of "head-end" cable connection

V. **Methods of Instruction**

The following instructional methodologies may be used in the course:
1. classroom lecture and demonstration;
2. analysis of professional examples;
3. peer analysis of student projects;
4. individual instructor-to-student assistance in the Media Arts studio;
5. self-paced individual work in the Media Arts studio.

VI.   <u>Out of Class Assignments</u>

The following out of class assignments may be used in the course:
1. writing public service and promotional audio scripts;
2. recording public service and promotional audio segments;
3. creating audio program playlists for weekly radio webcasts;
4. scheduling and performing weekly radio webcasts.

VII.   <u>Methods of Evaluation</u>

The following methods of evaluation may be used in the course:
1. presentation of work in-progress to the instructor for formative evaluation;
2. production assignments;
3. peer and instructor critique of work;
4. attendance and participation;
5. final exam.

VIII.   <u>Textbook</u>

Keith, Michael C. *The Radio Station: Broadcast, Satellite and Internet.* 9th ed.
    Florence: Focal, 2010. Print.
10th Grade Textbook Reading Level, ISBN: 978-0240811864.

IX.   <u>Student Learning Outcomes</u>

Upon successful completion of the required coursework, students will be able to:
1. demonstrate proficiency in the technical operation of a live radio console;
2. demonstrate proficiency in the creation of pre-recorded audio programs;
3. demonstrate a professional attitude in the environment of an operating team.