
Prepared by the Department of Arts & Communication

Date of Departmental Approval: February 13, 2017

Date approved by Curriculum and Programs: March 29, 2017

Effective: Fall 2017

1. Course Number: COM231

Course Title: Advanced Radio Production

2. Description: This course is designed to build upon the skills learned in COM113 Radio Broadcasting and/or COM114 Radio Production. Students will learn advanced radio broadcasting and production skills. Advanced production techniques will be discussed and applied to on-air and remote broadcasts. Students will learn production software and automation broadcast software in regards to music/commercial programming and voice tracking.

3. Student Learning Outcomes (instructional objectives: intellectual skills):

Upon successful completion of this course, students are able to do the following.

- Exhibit professional techniques of announcing and radio production.
- Demonstrate proficient use of digital editing software and the production studio.
- Identify the various functions of production equipment, digital editing software, production libraries, and internet services.
- Identify digital audio techniques and how they pertain to various communication settings such as commercials, news, podcast, special features, remote broadcast, and promotion.
- Demonstrate the ability to use a variety of production elements and production techniques on assignments.
- Interpret copyright and fair use laws as they pertain to audio production.
- Write and produce original copy for use in production.
- Demonstrate the use of radio automation and scheduling software.
- Write and produce recorded elements such as commercials, interviews, news features, documentaries, and special programs.
- Plan and execute remote broadcasts.
- Perform the duties of a radio producer for live programming.
- Produce an audio production demo.

4. Credits: 3 credits

5. Satisfies General Education Requirement: No

6. Prerequisite: COM114 (Radio Production)

7. Semester Offered: Varies

8. Suggested General Guidelines for Evaluation:

Students are evaluated on preparing and producing specific production assignments such as remote broadcast, automation, podcasts, special features, and pre-produced programming. Students are evaluated on their understanding of the operation of the production equipment and legal requirements/copyright law. Further, students are evaluated on writing copy for production and performing producer duties for live broadcast.

9. General Topical Outline (Optional):

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| 1. Advanced Audio Editing Skills | 6. Preparing and Promoting Remote Broadcast |
| 2. Production equipment and techniques | 7. Podcasting and Weekly Features |
| 3. Radio Formats and Production Delivery styles | 8. Copyright law |
| 4. Engineering and Announcing the Remote Broadcast | 9. The role of the producer |
| 5. Introduction to Automation and Scheduling Software | 10. Writing and producing commercials |
| | 11. Station Imaging |
| | 12. Internships/Jobs in Radio |
| | 13. Preparing Demos |