

Prepared by the Department of Arts & Communication  
Date of Departmental Approval: February 13, 2017  
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Effective: Fall 2017

1. **Course Number:** COM114  
**Course Title:** Radio Production
2. **Description:** Designed to instruct the student in radio production. Audio production, equipment, engineering, audio editing software, copywriting, broadcast delivery, and production techniques are considered as they relate to specific assignments and duties at a radio station. Students learn digital audio techniques that can be applied to a variety of communications settings such as: podcasting, commercial production, public relations, and audio for the Web. Students apply knowledge to individual and collective work projects. Students in this course are expected to be proficient in computer file management skills. (60 contact hours per semester)
3. **Student Learning Outcomes:** Upon successful completion of this course, students are able to do the following:
  - Recognize professional techniques of radio production.
  - Demonstrate the various functions of/and effectively use the production studio.
  - Demonstrate proficient use of digital editing software.
  - Recognize various functions of production equipment, digital editing software, associated press wire/sound, production libraries, and internet services.
  - Analyze the current and potential audience of the college radio station and design new production content.
  - Recognize digital audio techniques and how they pertain to various communication settings such as podcasting, commercial production, public relations, and audio for the Web.
  - 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 radio production.
  - Identify the legal requirements in radio production.
  - Develop original copy for use in production.
  - Produce recorded elements for airplay such as: sweepers, promos, show intros, interviews, pre-produced programs, specialty features, and news programs.
  - Perform the duties of a producer for live programming.
  - Perform the duties of a production director for radio.
  - Write copy for production including: psas, newscasts, and commercials.
  - Produce a production demo.
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** No
6. **Prerequisite:** None
7. **Semesters Offered:** Spring
8. **Suggested General Guidelines for Evaluation:** Students are evaluated on preparing and producing specific production materials such as commercials, public service announcements, sweepers, 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):** Included are units on: production studio operation; digital editing operation and techniques; AP wire and produced newscasts; production libraries, producing for live broadcast; copyright and fair use; legal requirements; delivery style; audience analysis; copywriting; and production demos. Part of the student's experience involves working at an actual radio station.