



Broadcasting

Radio Broadcasting 2

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USOE
7/16/2009

RADIO BROADCASTING 2

Levels: Grades	11-12
Units of Credit:	Minimum 0.5 credit
CIP Code:	10.0206
11 Digit Code:	40-03-00-00-045
Test #:	
License:	CTE/Secondary
Endorsement:	Television Broadcasting
Prerequisite:	None

COURSE DESCRIPTION

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CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

Students will identify and explain the historical impact of technology and programming has on radio broadcasting.

Objective 1: Students will identify and explain the historical impact of technology on radio broadcasting.

- a. HD Radio
- b. Satellite Radio
- c. Portable Music Devices
- d. 10 second Delay of 2003
- e. Streaming Internet Radio
- f. BMI

Objective 2: Students will identify and explain the impact of radio programming has had on radio broadcasting.

- a. War of the Worlds
- b. Howard Stern
- c. ASCAP
- d. Television's Influence on Radio

STANDARD 2

Students will understand and demonstrate pre-production skills.

Objective 1: Students will identify and demonstrate audio editing software.

Objective 2: Students will identify and explain the role promotions have in broadcasting.

Objective 3: Students will identify and demonstrate imaging.

- Objective 4:* Students will identify and demonstrate tags.
Objective 5: Students will identify and demonstrate bumpers.
Objective 6: Students will identify and demonstrate segways.

STANDARD 3

Students will understand and demonstrate live production skills.

- Objective 1:* Students will identify and demonstrate live/cold reads.
Objective 2: Students will identify and demonstrate requests.
Objective 3: Students will identify and demonstrate developing on-air personality.
Objective 4: Students will identify and demonstrate play-by-play commenting.
Objective 5: Students will identify and demonstrate color commenting.
Objective 6: Students will identify and demonstrate sideline reporting.
Objective 7: Students will identify and demonstrate broadcast commentary.
Objective 8: Students will identify and demonstrate broadcast editorial.
Objective 9: Students will identify and demonstrate broadcast special interest story.

STANDARD 4

Students will demonstrate knowledge of and identify key elements of post-production.

- Objective 1:* Students will identify and demonstrate public file.
Objective 2: Students will identify and demonstrate air check tape.
Objective 3: Students will identify and demonstrate demo tape.
Objective 4: Students will identify and demonstrate demographic ratings.

STANDARD 5

Students will demonstrate vocal skills.

- Objective 1:* Students will identify and demonstrate proper breathing.
Objective 2: Students will identify and demonstrate articulation.
Objective 3: Students will identify and demonstrate projection.
Objective 4: Students will identify and demonstrate proper elements of speech.

STANDARD 6

Students will demonstrate an understanding of the radio broadcasting equipment.

- Objective 1:* Students will identify and demonstrate mixing board.
Objective 2: Students will identify and demonstrate transmitter.
Objective 3: Students will identify and demonstrate microphones.
Objective 4: Students will identify and demonstrate computer.
Objective 5: Students will identify and demonstrate the use of the phone.

STANDARD 7

Students will demonstrate knowledge of the rules and regulations that govern radio broadcasting.

- Objective 1:* Students will identify and demonstrate FCC.
- Objective 2:* Students will identify and demonstrate licensing.
- Objective 3:* Students will identify and demonstrate liability.
- Objective 4:* Students will identify and demonstrate copyright.
- Objective 5:* Students will identify and demonstrate music licensing.
- Objective 6:* Students will identify and demonstrate BMI.
- Objective 7:* Students will identify and demonstrate ASCAP.

STANDARD 8

Students will be able to understand and practice copyright laws, ethics and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101.

- Objective 1:* Define copyright.
- Objective 2:* Other definitions
 - a. Audiovisual works
 - b. Computer program
 - c. Copies
 - d. Copyright owner
 - e. Digital transmission
 - f. Financial gain
 - g. Pictorial, graphic, and sculptural works
 - h. Work of visual art
- Objective 3:* Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed)
- Objective 4:* Students will practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit another photographer's work outside of fair use provisions)
 - a. Time limitations
 - b. Portion limitations
 - c. Text material
 - d. Illustrations and photographs
 - e. Copying and distribution limitations
- Objective 5:* Students will demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity)

PROFESSIONAL DEVELOPMENT

STANDARD 9

Students will be able to understand and apply professional development skills in the workplace.

- Objective 1:* Students will understand the need for professional development.
 - a. Complete a personal inventory.

- b. Set and meet goals.
- c. Be self-motivated.
- d. Know how to make decisions.
- e. Know how to manage time.
- f. Organize personal belongings and lab equipment.
- g. Learn to communicate verbally.
- h. Write effective communications.
- i. Establish a personal reading program.
- j. Develop effective work skills and attitudes.
- k. Master a working knowledge of SkillsUSA.*
 - Learn the acronym SkillsUSA.
 - State the SkillsUSA motto.
 - State the SkillsUSA creed.
 - Learn the SkillsUSA colors.
 - Describe the official SkillsUSA dress.
 - Describe the procedure for becoming a SkillsUSA officer.

Objective 2: Students will understand the need for leadership skills.

- a. Serve on a committee.
 - Prepare an agenda.
- b. Assist in planning a meeting.
- c. Review basic parliamentary procedure.
- d. Make a main motion.
- e. Participate in a school project.
- f. Attend a community meeting.
 - Practice effective speaking.
- g. Present a three- to five-minute talk.
- h. Implement a leadership project.
 - Master a working knowledge of SkillsUSA.
 - Describe the meaning of the SkillsUSA emblem.
 - State the SkillsUSA pledge.
 - Describe the duties of a SkillsUSA officer.

Objective 3: Students will understand the need for career planning.

- a. Define your future occupation.
- b. Survey employment opportunities.
- c. Report on a trade journal article.
- d. Explore opportunities for advanced training.
- e. Conduct a worker interview.
- f. Contact a professional association.
- g. Explore entrepreneurship opportunities.
- h. Give a talk about your career.
- i. Review career goals.

Objective 4: Students will understand the importance of employability and work habits.

- a. Develop a list of work standards to follow at school and on the job.
- b. Evaluate your personal ethics.
 - Evaluate your personal ethics against acceptable workplace ethics.

- c. Build a job search network.
 - d. Find job leads.
 - e. Write a resume.
 - f. Create a job portfolio.
 - g. Complete a job application.
 - h. Write a business letter and memo.
 - i. Participate in an actual or simulated job interview.
- * SkillsUSA PDP requirements - recommended