

# STRANDS AND STANDARDS

## RADIO BROADCASTING 2



### Course Description

This course is designed to provide students with the advanced knowledge and skills related to the radio broadcasting industry. The course includes instruction and hands-on assignments in the following areas: impact of historical figures in radio, pre-production, live production, vocal skills, equipment, and radio rules and regulations.

|                                 |                                     |
|---------------------------------|-------------------------------------|
| <b>Intended Grade Level</b>     | 11-12                               |
| Units of Credit                 | 0.5                                 |
| Core Code                       | 40.01.00.00.045                     |
| Concurrent Enrollment Core Code | N/A                                 |
| Prerequisite                    | Radio Broadcasting 1                |
| Skill Certification Test Number | N/A                                 |
| Test Weight                     | N/A                                 |
| <b>License Type</b>             | CTE and/or Secondary Education 6-12 |
| <b>Required Endorsement(s)</b>  |                                     |
| Endorsement 1                   | Television Broadcasting             |
| Endorsement 2                   | N/A                                 |
| Endorsement 3                   | N/A                                 |



## STRAND 1

**Students will be able to identify and explain the impact technology and programming has on radio broadcasting.**

### Standard 1

Identify and explain the historical impact of technology on radio broadcasting.

- HD radio
- Satellite radio
- Portable music devices
- 10 second Delay of 2003
- Streaming internet radio
- BMI

### Standard 2

Identify and explain the historical impact radio programming has had on radio broadcasting.

- War of the worlds
- Howard Stern
- ASCAP
- Television's influence on radio

### Performance Skill

Identify and explain the impact technology and programming has on radio broadcasting.

- Identify and explain the historical impact of technology on radio broadcasting.
- Identify and explain the historical impact radio programming has had on radio broadcasting.

## STRAND 2

**Students will be able to understand and demonstrate knowledge pre-production skills.**

### Standard 1

Identify and demonstrate audio editing software.

### Standard 2

Identify and explain the role promotions have in broadcasting.

### Standard 3

Identify and demonstrate imaging.

### Standard 4

Identify and demonstrate tags.

### Standard 5

Identify and demonstrate bumpers.

### Standard 6

Identify and demonstrate segways.

### Performance Skill

Understand and demonstrate knowledge pre-production skills.

- Identify and demonstrate audio editing software.
- Identify and explain the role promotions have in broadcasting.
- Identify and demonstrate imaging.
- Identify and demonstrate tags.
- Identify and demonstrate bumpers.
- Identify and demonstrate segways.

## STRAND 3

**Students will be able to demonstrate basic live production skills.**

### Standard 1

Identify and demonstrate live/cold reads.

### Standard 2

Identify and demonstrate requests.

### Standard 3

Identify and demonstrate developing on-air personality.

### Standard 4

Identify and demonstrate play-by-play commenting.

### Standard 5

Identify and demonstrate color commenting.

### Standard 6

Identify and demonstrate sideline reporting.

### Standard 7

Identify and demonstrate broadcast commentary.

### Standard 8

Identify and demonstrate broadcast editorial.

### Standard 9

Identify and demonstrate broadcast special interest story.

### Performance Skill

Demonstrate basic live production skills.

- Identify and demonstrate live/cold reads.
- Identify and demonstrate requests.

- Identify and demonstrate developing on-air personality.
- Identify and demonstrate play-by-play commenting.
- Identify and demonstrate color commenting.
- Identify and demonstrate sideline reporting.
- Identify and demonstrate broadcast commentary.
- Identify and demonstrate broadcast editorial.
- Identify and demonstrate broadcast special interest story.

## STRAND 4

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

### Standard 1

Identify and demonstrate public file.

### Standard 2

Identify and demonstrate air check tape.

### Standard 3

Identify and demonstrate demo tape.

### Standard 4

Identify and demonstrate demographic ratings.

### Performance Skill

Demonstrate knowledge of and identify key elements of post-production.

- Identify and demonstrate public file.
- Identify and demonstrate air check tape.
- Identify and demonstrate demo tape.
- Identify and demonstrate demographic ratings.

## STRAND 5

**Students will demonstrate vocal skills.**

### Standard 1

Identify and demonstrate proper breathing.

### Standard 2

Identify and demonstrate articulation.

### Standard 3

Identify and demonstrate projection.

### Standard 4

Identify and demonstrate elements of speech.

### Performance Skill

Demonstrate vocal skills.

- Identify and demonstrate proper breathing.
- Identify and demonstrate articulation.
- Identify and demonstrate projection.
- Identify and demonstrate elements of speech.

## STRAND 6

**Students will demonstrate an understanding of the radio broadcasting equipment.**

### Standard 1

Identify and demonstrate mixing board.

### Standard 2

Identify and demonstrate transmitter.

### Standard 3

Identify and demonstrate microphones.

### Standard 4

Identify and demonstrate computer use as it relates to radio.

### Standard 5

Identify and demonstrate the use of the phone as it relates to radio.

### Performance Skill

Demonstrate an understanding of the radio broadcasting equipment.

- Identify and demonstrate mixing board.
- Identify and demonstrate transmitter.
- Identify and demonstrate microphones.
- Identify and demonstrate computer use as it relates to radio.
- Identify and demonstrate the use of the phone as it relates to radio.

## STRAND 7

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

### Standard 1

Define the role of the FCC as a governing agency.

### Standard 2

Identify and demonstrate licensing.

### Standard 3

Identify and demonstrate liability.

**Standard 4**

Identify and demonstrate copyright.

**Standard 5**

Identify and demonstrate music licensing.

**Standard 6**

Identify and demonstrate BMI.

**Standard 7**

Identify and demonstrate ASCAP.

**Performance Skill**

Demonstrate knowledge of the rules and regulations that govern radio broadcasting.

- Define the role of the FCC as a governing agency.
- Identify and demonstrate licensing.
- Identify and demonstrate liability.
- Identify and demonstrate copyright.
- Identify and demonstrate music licensing.
- Identify and demonstrate BMI.
- Identify and demonstrate ASCAP.

**STRAND 8**

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

**Standard 1**

Define copyright.

**Standard 2**

Other definitions:

- Audiovisual works
- Computer program
- Copies
- Copyright owner
- Digital transmission
- Financial gain
- Pictorial, graphic, and sculptural works
- Work of visual art

**Standard 3**

Practice ethics and rules governing radio (i.e. Editorial content must not be changed).

#### Standard 4

Practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit another’s work outside of fair use provisions).

- Time limitations
- Portion limitations
- Text material
- Illustrations and photographs
- Copying and distribution limitations

#### Standard 5

Demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

### STRAND 9

**Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 2.**

#### Standard 1

Understand and demonstrate reliability.

- Determine individual time management skills.
- Explore what’s ethical in the workplace or school.
- Demonstrate awareness of government.
- Demonstrate awareness of professional organizations and trade unions.

#### Standard 2

Understand and demonstrate responsiveness.

- Define the customer.
- Recognize benefits of doing a community service project.
- Demonstrate social etiquette.
- Identify customer expectations.

#### Standard 3

Understand resiliency.

- Discover self-motivation techniques and establish short-term goals.
- Select characters of a positive image.
- Identify a mentor.

#### Standard 4

Understand and demonstrate workplace habits.

- Participate in a shadowing activity.
- Explore workplace ethics: codes of conduct.
- Recognize safety issues.
- Perform a skill demonstration.
- Exercise your right to know.

### Standard 5

Understand and develop initiative.

- Develop personal financial skills.
- Develop a business plan.
- Investigate entrepreneurship opportunities.

### Standard 6

Understand and demonstrate continuous improvement.

- Conduct a worker interview.
- Demonstrate evaluation skills.
- Examine ethics and values in the workplace.
- Develop a working relationship with a mentor.
- Construct a job search network.