Division: Humanities
Area: Communications

Course Number: 250
Course Name: Radio Programming
Prerequisites: COMM 151
Corequisites: NONE
Hours Required: Class: 45 Lab: 0 Credits: 3

Course Description/Purpose

This course is designed to provide students with a broad understanding of radio production theory and practice. It combines lectures on radio production techniques, radio marketing and technology and equipment with studio practice. Students will produce simulated programs. Students also learn FCC rules regarding program content and community service.

Major Units

- The operations & personnel of a radio station
- FCC Rules & Regulations
- Target audiences
- Programming
- Equipment operation
- Remote broadcasting – Marketing, programming, community service, engineering, and how it all works together.
- Developing on-air talents

Educational/Learning Objectives

Each student will gain the basic understanding of what is needed to operate a terrestrial radio station regulated by the Federal Communication Commission. Also, he/she will have opportunities throughout the course to gain the confidence to be on-air talent on WYDM.

Cognitive

Each student will be expected to Identify/recognize...

- various radio station terminology
- and be able to explain basic radio station operation
- the duties of all radio station personnel and how they interact
**Performance**

Each student will be expected to *Demonstrate/Practice*...

- production of news and public service announcements
- the ability to be prepared to record projects with the assistance of the instructor or an assistant on a deadline
- listening skills while constructively critiquing the work of others

**Attitudinal**

Each student will be expected to *Believe/Think*...

- that he/she can comfortably operate expensive equipment safely and effectively
- that he/she can effectively present information to a radio audience

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