Outline of Instruction

Division: Humanities
Area: Communications

Course Number: 261
Course Name: Advanced Radio II

Prerequisites: COMM 260
Co requisites: NONE

Hours Required: Class: 15    Lab: 30    Credits: 2    Contact Hours: 45

Course Description/Purpose
A continuation of COMM 260, this course gives the student additional time to develop their on-air delivery while expanding on topics learned, such as remote broadcasting, promotion and marketing. A detailed emphasis on the planning and implementing of special programming for WYDM will be a major portion of the one-hour weekly meeting. Students continue to develop announcing abilities. A two-hour weekly lab section must be arranged at the first class meeting. Students who successfully complete COMM 261 are ready for independent on-air time.

Major Units
- The programming of a radio station
- Pre-production and production of radio programs
- Equipment operation
- Remote broadcasting
- Promotions/Marketing

Educational/Course Outcomes
Student learning will be assessed by actual on-air performances throughout the course. In addition, student participation in promotion and on-air performances of a remote radio broadcast.

Cognitive Each student will be expected to Identify/Recognize...

- various radio production terminology
- and be able to explain basic studio operations
- the duties of all production personnel and how they interrelate in production

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

- proper operation of all components of the radio station
• the ability to write and produce programming material such as, public service announcements, on-air promotions, and news

• 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 listening audience

• that he/she can perform on-air during a remote broadcast

MB 2/06