COM 262

Advanced Radio Applications

Overview/Catalog Description

This course will further develop students' knowledge of the radio industry. Building on the skills and knowledge acquired in the basic radio course, students will further explore copywriting and production. This course will also discuss radio imaging, promotions, on-air personality development, and new media audio platforms.

Student Learning Outcomes

In this class students will…

- Understand the operation of multi-track digital recording programs through completion of assigned readings and labs.
- Operate radio production equipment and demonstrate that knowledge by completing recorded assignments.
- Utilize appropriate copywriting styles for radio commercials, station imaging, and promotions in the context of multiple radio formats, and demonstrate that knowledge by writing radio copy, promotional spots, and station imaging.
- Understand the current state of the radio industry, the organizational structure of radio stations, and how these may change moving forward.
- Demonstrate successful methods used to create radio promotions and demonstrate that knowledge by designing a large-scale promotion.
- Understand historical perspectives on announcing performance, including styles across formats, and ways to improve personal performance.

Required Text

- Keith, Michael C. (2007). *The Radio Station* (9th Ed.). Burlington, MA: Focal Press.

- West, B. & Conlan, J. (1999). *Radio Advertising 101.5*. Houston, TX: Alpha (I will provide this book to you)

Materials Needed
For this class you will need…
- Sound Silencing Headphones

Plagiarism/Academic Dishonesty
Plagiarism and/or cheating will result in an immediate zero on the assignment, and could result in university discipline.

Electronic Devices in Class
Electronic devices are not allowed in lecture or lab. Your grade will be penalized if you violate this policy, even on the first offense.

Absence
Absences may be excused with prior consent of the instructor. If you have an emergency, please let the instructor know as soon as possible and be ready to provide documentation.

Assessing Late Work
Late work is *never* acceptable without prior consent of the instructor. Any assignment less than 24 hours late will be graded with a 50% automatic deduction. Any assignment turned in more than 24 hours late will be a zero.

Special Needs
Any student needing accommodation for a documented disability should contact Student Access and Accommodations at 350 Fell Hall, 438-5854 (voice), 438-8620 (TDD)

Assessment

- **Project 1: Imaging, Branding, and Identity Project** – Students will build a station profile and identity for a fictional radio station. This radio station will be used in all future projects in this course.
- **Project 2: Programming Project** – Students will create clocks, schedules, playlists, and other programming elements for their station. They will also produce sample programming.
- **Project 3: Digital Project** – Students will create social media, website, and other digital package elements for their station.
- **Project 4: Commercial Series Project** – Students will go through the sales process and create a series of commercials for a client to air on their station.
- **Project 5: Promotions Project** – Students will plan a large-scale giveaway from start to finish, including producing on-air elements (imaging, programming, etc.) for their giveaway
- **Strategic Plan** – Ratings will be released for all the stations in the class. Each station will have some good ratings and some things to improve. Students will write a strategic plan to improve ratings.
- **Resume and Cover Letter** – Students will write a resume and cover letter geared toward an entry level position at their station
- **Problem/Solution Essay (Final Exam)** – Students will write an essay after given a prompt detailing a problem at their radio station. This will be completed during the final exam period.
- **Presentations** – Students will present the work from their station four times throughout the semester when projects are due. Presentations are worth 25 points each.
- **Attendance/Participation** – Students will be graded on their ability to come to class prepared and ready to participate in discussion/activities. In-lab editing and vocal performance activities are included in this grade.

Imaging, Branding and Identity Project	**100 pts**
Programming Project	**100 pts**
Digital Project	**100 pts**
Commercial Series Project	**100 pts**
Promotions Project	**100 pts**
Strategic Plan	**100 pts**
Resume and Cover Letter	**100 pts**
Problem/Solution Essay	**100 pts**
Presentations (X4)	**100 pts**
Attendance and Participation	**100 pts**
Total	**1000 pts**

Grading Scale

Grades in this course will follow the traditional 10% interval scale. Rounding is at the discretion of the instructor.

Canvas

Your grades will be available on Canvas as grading is completed. You will receive detailed feedback digitally on Canvas as well. Finally, each project will also be turned in via Canvas.

Tentative Schedule

Week 1 Jan 15-19	*NO LECTURE - MLK* Intro to the course
Week 2 Jan 22-26	Radio in 2020 (Ch 1) Assign Project 1
Week 3 Jan 29 - Feb 2	Imaging and Branding Production Review
Week 4 Feb 5-9	Station Management (Ch 2) Project 1 Presentations
Week 5 Feb 12-16	Programming, Music (Ch 3) Assign Project 2
Week 6 Feb 19-23	News, Weather, and Emergencies (Ch 6) Production Hunt
Week 7 Feb 26 – March 1	Digital Products Project 2 Presentations Assign Project 3
Week 8 March 4-8	Production, Engineering, and Advertising (Ch 9, 10) Project 3 Due Assign Project 4
Week 9 March 11-15	*NO CLASS SPRING BREAK*
Week 10 March 18-22	Advertising 101.5 Review Scriptwriting Advanced Production Tech
Week 11 March 25-29	Sales (Ch 4) Traffic and Billing (Ch 8) Open Labs for Project 4
Week 12 April 1-5	Research & Ratings (Ch 6) Project 4 Presentations Assign Project 5
Week 13 April 8-12	Promotions 1 (Ch 7) Fall Ratings Released! Assign Strategic Plans
Week 14 April 15-19	*NO CLASS BEA CONVENTION*
Week 15 April 22-26	Promotions 2 (Ch 2) Open Labs for Project 5 Strategic Plans Due
Week 16 April 29-May 3	Resumes, Letters, Reels; Project 5 Presentations
FINALS WEEK	Resumes and Cover Letters Due Problem-Solutions Due *No Formal Exam*