I. COURSE DESCRIPTION:

Three Credit Hours--Tuesday and Thursday--12:30pm-1:50pm. This course is designed to make you an effective production technician. You will be given an opportunity to choose or create your own messages. As your instructor, I will help you develop the sensitivity to make intelligent choices of programming.

TEXTBOOK: In-lieu of a textbook, I am requiring each student to purchase cassette tapes. You must have a NEW cassette tape for each assignment or project.

II. COURSE RATIONAL AND OBJECTIVES:

The purpose of this course is to inform the student that radio production skills can lead to a rewarding career in the media. This course is meant as a growth experience. When you participate in the assigned projects, please apply yourselves in using the enhanced skills in oral and non-verbal communications. This will give you a better understanding of the electronic media.

A. To comprehend the technique and operation of the audio console.

B. To produce commercial/promotional/public service announcements.

C. To provide students with points to consider when conducting interviews.

D. To help students overcome fundamental problems of poor diction, too rapid reading or speaking rate.

III. Course Competencies and Expected Measurable Outcomes:

These are reflected in the statement of the four objectives (roman numeral two) above. With a grade of C, student(s) will have satisfied the measurable outcomes of the course.

IV. Outline of Course Content:

Please refer to the calendar-

V. Special Course Requirements
A. Projects/Laboratory (internet) assignments...Instructor will assign.

VI. Methods of Evaluation**

<table>
<thead>
<tr>
<th></th>
<th>Maximum</th>
<th>Minimum</th>
<th>Minimum</th>
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<tbody>
<tr>
<td>A. Laboratory (25 hrs)</td>
<td>200pts</td>
<td>&amp;&amp;</td>
<td>15%</td>
</tr>
<tr>
<td>B. Exams - 4 written @100pts each</td>
<td>400pts</td>
<td>240pts</td>
<td>25%</td>
</tr>
<tr>
<td>C. #Assignments (3/2 &amp; 4/1) 100pts each</td>
<td>200pts</td>
<td>120pts</td>
<td>25%</td>
</tr>
<tr>
<td>D. Practicum Projects (exams) 100pts each</td>
<td>400pts</td>
<td>240pts</td>
<td>40%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1200PTS</td>
<td>600PTS</td>
<td>100% (&amp;)</td>
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(&) Alternative grading scale; if we use the mygradebook.com

1. At the pleasure, or the discretion, of the instructor--additional credit may be given for participation with enthusiasm, and the display of citizenship that should be reasonably expected in a university classroom.

2. Fractional grades are rounded off to the nearest whole number. An incomplete will not be given for a failing grade.

3. ## Mandatory. &&-student must complete a minimum of 20 hours in the lab. (WSSB-FM). **After three absences, student must have a conference with the instructor.**

**Instructor may change if class performance warrants reevaluation.

VII. GRADING SCALE:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
<td>900</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
<td>899...800</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
<td>799...700</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
<td>699...600</td>
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<tr>
<td>Below F</td>
<td>59 AND BELOW</td>
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</tbody>
</table>

FRIENDLY REMINDERS/CLASS POLICIES

A. Each student will be allowed three absences. PLEASE NOTE: The absences may be used at your discretion. (Do not present instructor with an excuse for these absences.)

1. Attendance will be taken each class period. The student is responsible for indicating **PRESENT OR HERE** when the role is called or **SIGNING THE ATTENDANCE SHEET.**

2. The laboratory hours (WSSB-FM), student(s) must use a time card. You are required to do 25 hours(maximum), the minimum is 20 hours.
a. Studio dates: ________________________________

b. Hours of production: 7am-12midnight (Monday-Friday %) % exclusive of class period.

B. Each student will be allowed three tardies during the semester. If you have a conflict (work schedule, etc.) please inform the instructor. Every two tardies, beyond the maximum, will be recorded as an absent.

1. The class will start on time.

2. You will have three minutes to be in your seat.

3. In case of field trips, athletic events, hospitalization, family death, or other such emergencies, an official documentation must be presented to instructor to cover the absences.

C. No shows during written exams will not be allowed to take the make-up without a documented excuse. Anyone who shows up late to an exam. After the first person, finishing the examination will not be allowed to take the exam. There will be no exiting the classroom (restroom, etc.) during the exam. **PLEASE NOTE: THEIR WILL BE NO MAKE-UP PRACTICUM EXAMS.**

D. Projects/laboratory assignments will be due on the announced date.

E. All students must have access to a computer.

F. Students are expected to conduct themselves in a professional manner. You are encouraged to treat each other with respect. In this class, an important part of showing respect for includes refraining from talking when someone else has the floor. If I'm talking or listening to the class, or to you or to one of your peers, please be attentive. Please don't talk to the person next to you. (This will impede your classmates' access to information about the topics or assignments.) Students who carry on private conversations, pass notes, and read materials unrelated to the class, sleep in class, interrupt the class by arriving late or leaving early, engage in disruptive behavior, use cell phones, or are verbally or physically abusive may be required to leave the class. If you have a question, please ask me rather than the person next to you. Please deactivate cell phones when you enter the classroom.

G. Academic Conduct: Plagiarism and other forms of cheating will result in a "0" for the assignment/project or examination. Plagiarism can confuse you. It is defined as the use of another person's words or ideas without giving credit to the source of the information. Writing assignments require that students use their own words and place the words of others in quotations, accompanied by an attribution to the source.
H. All assignments must have a cover sheet with your name, course title, instructor's name, due date, and identify the assignment being done. Assignments must be submitted in a book report plastic cover. Written assignments must be typed or computer generated, double-spaced, and use fonts at 12 point size, with standard margins. Stretching out a paper's length by enlarging margins, fonts, etc. is a form of cheating and will be down graded.

I. Do not slide papers underneath my office door! I have a correspondence box in the main office. Department of English and Modern Languages Hall-B Wing-Room 201.

J. Policies for WSSB-FM:

1. The computer is not to be used for homework and other assignments.

2. The telephones are not to be used for personal calls.

3. No food or drinks, is allowed near the broadcast equipment.

   a. The radio station is a smoke-free facility.

4. SCSU is a drug-free, and alcohol free campus. Those substances found in your possession on campus (classroom and radio station) may result in your dismissal from the university.

RADIO PRODUCTION:

Exam. #1 (practicum)  William and his Friends
Exam. #2 (written)    Glossary
Exam. #3 (written)    Interviews
Exam. #4 (practicum)  PSA/Commercial
Exam. #5 (written)    Glossary
Exam. #6 (assignment) Mandatory Assignment
Exam. #7 (assignment) Mandatory Assignment
Exam. #8(written)     Glossary
Exam. #9(practicum)   Group Project
Exam. #10(practicum)  Poetry

PROJECT#1 WILLIAM AND HIS FRIENDS

(The chief purpose of this task is to begin the process of ear training. William was carefully written to detect a number of speech problems. This is more of a diagnostic exercise. You must realize that, silly as the reading may sound, it has a serious purpose. Please do this task in the most effective way possible.

PROJECT#4—PSA/COMMERCIAL or PROMOTIONAL
1. TYPE and produce on cassette tape a thirty-second PSA. This announcement should promote some NON PROFIT Cause such as the RED CROSS, GUIDE DOGS FOR THE BLIND, SICKLE CELL, OR HIV-AIDS. You are Responsible for coming up with your own copy.

2. TYPE and produce on cassette tape a creative commercial. This commercial should be original; do not do a take-off of a commercial.

3. TYPE and produce on cassette tape a promotional spot. This announcement should promote an up and coming radio program or television program. I.E.—Comic View, Tom Joyner Radio Program, Doug Banks Radio Program, or Youth Day with the Bulldogs.

ASSIGNMENTS—FOUNDERS’ DAY AND AWARDS DAY

1. TYPE and produce on cassette tape a ninety-second synopsis of both events.

PROJECT#5 (GROUP PROJECT)

Each group will decide on this project. Script must be typed and project will be produced on a cassette tape.

PROJECT#6-POETRY

1. TYPE and produce on cassette tape a program of poetry readings. Three short poems—minimum of 60 words for each poem. These poems can be original or a selection from a known author. (a copy of the poetry from the Author must be submitted) Do this project in a program format. Opening, THE BODY, and Closing.

SOUTH CAROLINA STATE UNIVERSITY
BC202-01 BROADCAST PRODUCTION

INSTRUCTOR: GIL HARRIS

DEPARTMENT: ENGLISH AND MODERN LANGUAGES
TURNER HALL B-WING ROOM 201

OFFICE:
TURNER HALL A-WING ROOM 258

PHONE NUMBERS:
OFFICE: 536-7109
DEPARTMENT: 536-7016
FAX: 533-3840

ELECTRONIC MAIL: GHARRIS@SCSU.EDU

OFFICE HOURS:
MON.-WED. 1PM-2PM
*TUE-THU. 2PM-3PM
FRIDAY 10AM-11AM

OTHER TIMES BY APPOINTMENT
*NANCE HALL-LOWER LEVEL 117 WSSB-FM RADIO