

**College of San Mateo
Official Course Outline**

1. **COURSE ID:** DGME 119 **TITLE:** Radio Production Lab
Units: 3.0 units **Hours/Semester:** 40.0-45.0 Lecture hours; 24.0-27.0 Lab hours; and 80.0-90.0 Homework hours
Method of Grading: Grade Option (Letter Grade or Pass/No Pass)
Recommended Preparation:
 Eligibility for ENGL 838 or ENGL 848 or ESL 400.
 DGME 118, MUS. 290
2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU
3. **COURSE DESCRIPTIONS:**
Catalog Description:
 Students in this hands-on audio lab course will produce radio programming with a community-interest focus that will air on CSM's streaming radio station K-DOG in accordance with FCC standards. Students may also serve as radio station staff and be invited to submit projects for broadcast on Jazz91FM (KCSM).
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
 Upon successful completion of this course, a student will meet the following outcomes:
 1. Record, mix, and edit blocks of radio programming that meet FCC requirements
 2. Design radio programming that meets specific audience needs
 3. Collaborate as part of a team
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
 1. Identify a population's need and preferences for music and relevant public service programming
 2. Produce radio programming that meets the needs of a specific audience or population
 3. Collaborate with team members to develop appropriate radio programming for a specific audience or population
 4. Record, mix, and edit original audio productions for broadcast
 5. Produce professional demo reel material for a radio/production career
6. **COURSE CONTENT:**
Lecture Content:
 MAJOR TOPICS:
 - Radio Station Operations and Management
 - Survey of listening area and identification of audience groups
 - Survey of local radio to find unmet needs for content
 - Writing announcements and PSAs
 - Announcing for radio
 - Planning content for a target demographic
 - Understanding and following FCC regulations
 - Curating existing content (music search, PSA selections)
 - Understanding copyright and royalties as it relates to regulatory reporting
 - Reporting all songs that are broadcast to SoundExchange
Lab Content:
 LAB TOPICS:
 - Recording and editing original content (live event, music, talk)
 - Producing program elements for college radio station (liners, imaging, legal IDs)
 - Review and critique completed programming (must be FCC compliant)
 - Create multiple blocks of pre-produced programming that includes all required elements
 - Using audio hardware to record and mix
 - Using audio software to edit program**SPECIFIC LAB ASSIGNMENTS:**

- 30 PSA with voice, music and SFX (Evergreen Content- social issues, promote local orgs, or create something like the KCSM “Tips” segments about health, safety, etc.)
- 2 Station IDs - create station IDs and Imaging liners for the student station
- Create a :60 promo of a CSM program/department
- 5-minute Interview "talk show" podcast (Evergreen Content - local bands, CSM, local history, culture)
- 1-hour music block that includes the PSA, :60 promo, Station IDs, and interview
- Produce a thematic 1-3-hour programming block

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- Lab
- Activity
- Critique
- Field Experience
- Guest Speakers
- Observation and Demonstration
- Service Learning

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

- Research and write a Public Service Announcement (PSA) for an issue of local concern
- Research and write a promo for a CSM discipline/department
- Research local radio offerings and identify unmet needs for music and information
- Survey and report on target audience
- Choose a city/town, study its demographics, and create a radio station for them (on paper)
- Distinguish between 3 radio formats, their audiences and advertisers
- Conduct an FCC Case Study - select a station sanctioned by the FCC and explain what regulations they violated and its impact on the station and the listeners
- Create a "format clock" of a station's "sound"

Reading Assignments:

Textbook readings

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- Class Performance
- Class Work
- Homework
- Lab Activities
- Papers
- Projects

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- Hausman, C.; Messere, F; Benoit, P. *Modern Radio and Audio Production: Programming and Performance*, 10th ed. Wadsworth Publishing, 2015

Origination Date: August 2018

Curriculum Committee Approval Date: December 2018

Effective Term: Fall 2019

Course Originator: Michelle Brown