

College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 135 **TITLE:** Radio and Podcast Production Lab IV
Units: 2.0 units **Hours/Semester:** 16.0-18.0 Lecture hours; 48.0-54.0 Lab hours; 32.0-36.0 Homework hours; 96.0-108.0 Total Student Learning hours
Method of Grading: Grade Option (Letter Grade or Pass/No Pass)
Prerequisite: DGME 134
2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU
3. **COURSE DESCRIPTIONS:**
Catalog Description:
Students gain experience with more complex radio programming and production projects in the context of community-interest radio.
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
Upon successful completion of this course, a student will meet the following outcomes:
 1. Design in-depth radio programming to inform, educate, or entertain a specific audience.
 2. Record, mix, and edit longer blocks or a series of related blocks of radio programming that meet FCC requirements.
 3. Share audio production knowledge and expertise with less experienced students.
 4. Manage and produce live radio.
 5. Market shows to listeners.
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
Upon successful completion of this course, a student will be able to:
 1. Design in-depth radio programming to inform, educate, or entertain a specific audience.
 2. Record, mix, and edit longer blocks or a series of related blocks of radio programming that meet FCC requirements.
 3. Mentor and share knowledge and expertise with less experienced students.
 4. Network with other students, programs and departments to help build/maintain partnerships with content providers.
 5. Assume a role in managing radio station content, promotion, and personnel.
6. **COURSE CONTENT:**
Lecture Content:
 - o Developing a program or series concept
 - o Establishing a schedule and budget for research, program development, and production
 - o Identifying a target audience and possible sources of financial support
 - o Planning background research and identifying potential interview subjects
 - o Interview techniques
 - o Advanced recording techniques
 - o Live event production
 - o Social Media marketing**Lab Content:**
Lab content consists of the demonstration/implementation of lecture content in the context of individual and/or group programming and production projects. Provide technical support and guidance to new producers making live or pre-recorded radio shows.
7. **REPRESENTATIVE METHODS OF INSTRUCTION:**
Typical methods of instruction may include:
 - A. Lecture
 - B. Lab
 - C. Activity
 - D. Discussion
 - E. Guest Speakers

F. Observation and Demonstration

8. REPRESENTATIVE ASSIGNMENTS

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

Writing Assignments:

Proposal/prospectus for an in-depth program or series.

Interview plans - prepare and practice asking list of questions

Live event set-up production documents

Reading Assignments:

Background research related to project topics, such as current events, campus issues, or jazz biographies for KCSM FM.

Other Outside Assignments:

Conduct audio interviews on assigned topics (music, campus events, local issues, etc)

Field recording of concerts or other events

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Group Projects
- D. Homework
- E. Lab Activities
- F. Oral Presentation
- G. Projects

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Ahern, Steve. *Making Radio and Podcasts: A Practical Guide to Working in Today's Radio and Audio Industries*, 4 ed. Focal Press, 2022

Origination Date: September 2022

Curriculum Committee Approval Date: October 2023

Effective Term: Fall 2024

Course Originator: Michelle Brown