Intro to Radio

JRSM 1800-001

Fall 2022

Class Meeting: Tuesday & Thursday, 9:40 a.m. to 11:05 a.m.

Class Location: MJ 206

Instructor: Terris "TK" King
Office: 322 Meeman Journalism Building or G13A Theatre Building
Office Hours: MW 11:00 a.m. to 1:30 p.m. and TR 11:30 a.m. to 1:30 p.m. or by appointment
Cell Number: 901-337-0151
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COURSE REQUIREMENTS

Catalog Description
This course is an introduction to the production and performance skills required for basic work in radio. In addition to receiving lab training and instruction, all students will complete regular shifts at the campus radio station.

Prerequisites
None

Objectives
The objectives of this course are for students to be able:
1. to improve their voicing and delivery
2. to learn how to write for broadcasting: scripts, commercials, public service announcements
3. to plan and execute audio productions from concept to finished product
4. to operate the equipment and software in both a studio and remote-field location
5. to learn how to host a broadcast program on The ROAR and or WYXR

Materials Needed
- Broadcast Announcing Worktext: A Media Performance Guide by Stephenson, Smith, and Beadle, 5th edition.
- Equipment: An external hard drive on which to keep your shows
- Headphones or plug in earbuds (needed for studio work)

Classroom format
Lecture/Lab

Course Projects

Students will prepare and record various projects and exercises (listed in the class schedule below) designed to demonstrate mastery of the subjects addressed in the textbook and classroom. The projects will require students to learn basic recording techniques using workstations with Adobe software.

Due Dates Are Firm:
Finished projects must be available for listening on the dates they are due (which will be announced in class). Those submitted late will not be given full credit.

Grading

Produced Projects/Exercises: 70%
Station duties: 30%

Absences

Attendance will be required at every class meeting. The reason for this policy is that students must learn how to operate the equipment used to produce audio programs, and the equipment can only be learned by hands-on experience. A student who is not present to learn the necessary tools may use them improperly and seriously interfere with the work of others using the equipment. Therefore, everyone must be present for instruction in how to operate the hardware and software used in this course.

The only absences that will be considered excused are those resulting from illnesses, deaths, or court appearances. Such circumstances must be explained with written documentation, such as letters from physicians or officers of the court.

To allow for emergencies that do not fit the criteria above, one unexcused absence will be permitted during the semester. Each additional unexcused absence may result in a reduction of two points on the final grade for the course. The same policy will apply to partial absences, that is, arriving late to class or leaving early. Each partial absence will result in a reduction of one point on the final grade for the course.

If you must miss part of a class, please follow these rules: (1) If you arrive after the scheduled start time, enter the room carefully to avoid distracting other students and the instructor. (2) If you must leave during a class for any reason other than a personal hygiene emergency -to take a phone call or send an email, for example -please do not re-enter the classroom until the class has been dismissed.

Audio Lab Rules

The two audio laboratories used in this course are shared with other classes, so they are very much in demand. You may sign up for a maximum of one two-hour block of time per day. Check the posted schedule on the lab doors to determine the available hours. Do not sign up unless you are certain you will be able to use the time. If you cannot keep a lab appointment, inform the equipment room staff as early as possible to make the time available for someone else. Keep the labs clean. No food or drink is allowed in the audio labs at any time.

Additional Costs:
Students must purchase their own USB flash drives or portable hard drives for backing up their projects in the audio labs. Each student must have a current backup of his/her
project at all times.

Class Schedule
Subjects for classes and project assignments may be changed at the discretion of the instructor. The instructor will strive to give at least two days' notice of any changes. One class meeting during the semester will be held remotely at our partner station, WYXR which is located inside the Crosstown Concourse in midtown Memphis. Transportation will be provided.

Week 1
Introduction to voicing and announcing (Ch. 1)
Complete a self-evaluation, Project 3, p.18
History and Employment Outlook
Key Requirements for Announcers

Week 2
Audio Performance Environment (Ch. 2)
Digital audio equipment
Proper microphone technique
Recording your first commercial, Project 1, p.37

Week 3
Learning how to use Adobe Audition
Presets for broadcasting: Hard limiter, dynamics processing,
noise reduction, etc.

Week 4
Learning how to use Adobe Audition
Presets for broadcasting: Hard limiter, dynamics processing,
noise reduction, etc.

Week 5
Vocal Development (Ch. 4)
Articulation of Sounds
Exploring Tone, Rate, Pitch, and Inflection
Practice articulation, Project 1, p.80

Week 6
Performance Development (Ch. 5)

Developing your media delivery style
Performance Elements:
Copy mark and record a script, Project 1, p. 100 (or)
Practice Inflection, Project 3, p.101

Week 7
Commercial Announcing (Ch. 6)
Different forms of Commercials, PSAs, and Promotional Announcements
Analyze and record a radio commercial, Project 1, p. 120 (or)
Ad-lib a Radio Commercial, Project 3, p.121

Week 8
Interviewing (Ch. 7)
Developing Interviewing Skills
Record a radio interview, Project 1, p.142

Week 9
Music Announcing (Ch. 9)
Becoming an Effective Music Announcer
Developing a Hot Clock for your Radio Show (Assignment)
Ad-lib song introductions, Project 1, p.192

Week 10
Specialty Announcing (Ch. 11)
Weather, Traffic, Entertainment, etc. announcing
Record a public service announcement, Project 2, p.238

Week 11
Legal and Ethical Issues (Ch. 12)

Week 12
Final Show Previews

Week 13
Final Show Previews

Week 14
Final Exam (Final Show)

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JRSM 1800

- Apply the principles and laws of freedom of speech and press, in a global context, and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met
Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)
- Recognize the role of digital audio in influencing the political and cultural developments locally and on the global stage.
- Develop a strong historical sense of how radio technologies originated and developed and understand its technological changes.
- Understand the variety of relationships between radio and their target audiences, including demographics and time spent listening.
- Be sensitive to the needs of diverse and under-represented groups in programming and creating on air messages.
- Understand the ongoing government regulation of radio as provided by the FCC.
- Recognize the ethical and philosophical issues that arise in talk radio and understand the range of viewpoints regarding these issues.
- Understand the behind-the-scenes operations and decision-making processes of commercial and public radio industries.
- Understand how new technology affects radio and how it is consumed today.
- Understand what's involved in preparing for and advancing a career in commercial and noncommercial radio.
- Understand the allied fields of advertising, promotions, marketing, and public relations and their relationship to radio.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)
- Earn a passing score on weekly projects.

- Effective editing of all audio projects including those containing music, interviews, announcing, sports announcing, sound bites, campus/station promotions.

How assessment of student learning will be met

Awareness
- Grow awareness of the First Amendment and basics of inappropriate/indecent broadcast material.
- Recognize and identify the development of new radio technologies.
- Aware of need for diversity in all areas of mass communication.

Understanding
- Discuss the differences between satellite radio, HD radio, internet radio, and podcasting.
- Discuss the effects of radio on the spread of different types of music and formats.
- Formulate opinions on controversial issues in radio. Independent thinking is encouraged.

Application
- Creation of audio projects, to include a public service announcement, station branding, commercial production, an interview, promo production, underwriting, and a 60-minute program; to show proficiency in the Adobe Audition.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé

- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email
Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the **http://iam.memphis.edu** website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices
Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance
Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition
Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous

submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity
In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs
Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines
All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar
All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations
Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity
Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy
Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support
Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols
If a student tests positive for COVID-19, they need to notify the Dean of Students Office at deanofstudents@memphis.edu and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.