

# Intro to Radio

JRSM 1800-001

Fall 2024

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

Class Location: MJ 212

## Prof. Terris “TK” King

**Office:** 322 Meeman Journalism Building

**Office Hours:** TR 11:10 a.m. to 2:10 p.m. and W 11:00 p.m. to 2:00 p.m. or by appointment

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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, feature stories
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, 5<sup>th</sup> edition.
- **An external hard drive** on which to keep your shows
- **Headphones or plug in earbuds** (needed for studio and lab work)

### Classroom format

Lecture/Lab

### Course Projects

Students will prepare and record various projects, exercises, and feature stories (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 training: 20%

Attendance: 10%

### 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 always.**

### 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.  
Preview of feature stories

#### Week 5

Vocal Development (Ch. 4)  
Articulation of Sounds  
Exploring Tone, Rate, Pitch, and Inflection

Practice articulation, Project 1, p.80  
News/Feature Stories lecture

### 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  
News/Feature Stories

### Week 9

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

### Week 10

Specialty Announcing (Ch. 11)  
News, Weather, Traffic, Entertainment, etc. announcing  
Record a public service announcement, Project 2, p.238  
News/Feature Stories Due

### Week 11

Legal and Ethical Issues (Ch. 12)

### Week 12

Final Show Previews

### Week 13

Final Show Previews

Week 14

Final Exam (Final Show Live or Pre-recorded)

## 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

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

### **Email**

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

### **Electronic devices**

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

### **AI/Chat GPT**

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

### **Attendance**

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

### **Course repetition**

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

### **Academic integrity**

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

### **Online SETEs**

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

### **AP Style and grammar**

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

### **Disability and accommodations**

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

### **Diversity and inclusivity**

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.



### **Weather policy**

Always check with local media, the University of Memphis website regarding inclement weather.

### **Student support**

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.