

COM 492 – Special Topic: Radio Broadcast & Multi-Media
Course Syllabus
Fall 2021
Hybrid/Face-to-Face
Tuesday 6:00pm – 9:00pm CST, Kethley 137

COVID-19

Delta State University officials continue to closely monitor state and national news and guidelines related to the coronavirus (COVID-19). In order to safeguard the university community, Delta State mandates that students adhere to the following:

- Students must wear masks and/or other instructor-identified PPE in the classroom at all times.
- Students must maintain a social distance of six feet while in the classroom.

Students who do not comply will be required to leave the classroom.

Faculty Information

Stephanie Sandlin

Station Manager WDSW The Trail, Adjunct Faculty

Email: ssandlin@deltastate.edu

When possible, please use the Canvas message system to contact me.

Office: Nowell Student Union Building, 3rd Floor, #308

Office phone: 662-846-4135

Office Hours: Monday – Friday 8:00-5:00pm (appointment preferred)

Communication: If you email or call me expect a reply within two hours during normal business days.

Course Materials

Required Materials

Hendricks, John Allen. "Radio Station: Broadcasting, Podcasting, and Streaming." Amazon, Taylor & Francis Group, 2018, www.amazon.com/Radio-Station-Broadcasting-Podcasting-Streaming/dp/1138218812.

ISBN 9781138218819

Handouts as provided by instructor on canvas.

Course Description

This is an introductory course that will provide an overview of radio broadcasting operations combined with an introduction to production skills used in the industry.

Purpose

The purpose of this course is to introduce students to the field of radio broadcasting and its history while providing real-world operations experience through Delta State's radio station, WDSW The Trail.

Program Learning Outcomes

This course helps students achieve the following program learning outcomes:

- The student will be able to describe the current broadcast industry environment.
- The student will be able to describe and demonstrate fundamental multimedia skills.
- The student will be able to demonstrate theoretical and applied knowledge of radio broadcasting structure, organization and on-air techniques.

Course Student Learning Outcomes

1. Characterize the history of radio broadcasting and identify key figures in current practice.
2. Identify the function of professional radio station audio equipment and software.
3. Analyze radio broadcasting procedures and practices.
4. Demonstrate professional audio production values and techniques.

Major Course Activities

1. Lecture
2. On-site recording of PSA's and Community Bulletins for WDSW The Trail.
3. Learn WDSW studio operation for potential air shifts and further learning.
4. Industry speakers.
5. Field trips to local radio station(s).

Course Schedule/Content Outline

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Subject to change

Week 1 Introduction(s). What do you think radio is? Lecture: History of Radio, US Radio Act of 1927, Creation of Federal Communications Commission.

Assignment: What is radio to you? Why are you interested in this course? (3-4 pages, double spaced) Due: beginning of class week two

Assignment: Read Chapter 1.

- Week 2 Discuss assigned handouts. Book lecture chapter 1: State of the Industry. Discuss Chapter 1.
- Assignment: Read Chapter 2: Station Management and Structure**
- Week 3 Lecture: Chapter 2: station management and structure. Discussion.
- Assignment: Read Chapter 3: Music Programming and Consultancies**
- Week 4 Guest Speaker: TBA. Video TBD. Begin Discuss: book chapter 3: Music Programming and Choices.
- Assignment: What role in a radio station appeals to you and why? (3-4 pages, double spaced) Due beginning of class week five.**
- Week 5
discussion. Continue lecture chapter 3: Music Programming and Consultancies. Paper discussion.
- Assignment: Read Chapter 4: Sales.**
- Week 6 Guest Speaker TBD. Lecture Chapter 4: Sales. Sales Discussion.
- Quiz in-class (or canvas TBD), Chapters 1 – 4, plus handout and guest speaker contributions.**
- Assignment: read Chapter 6: Research.**
- Week 7 Book lecture Chapter 6: Research. Discuss trends, audiences and data regarding radio audiences and how station's position themselves for audiences.
- Assignment Read Chapter 8: Production.**
- Week 8 Lecture Chapter 8: Production. Discuss how things are produced and why. Message, Audience, broadcast formatting, editing and software.
- Review materials for Mid-Term
- Week 9 **Mid-Term over all concepts reviewed in class thus far. (Multiple Choice, Essay, Equipment Identification - 1.5 hr)**
- Video TBD*
- Assignment Read: Announcing handout**
- Begin individual WDSW Trail Studio Design and training scheduling.**
- Week 10 Field Trip to Radio Cleveland (1.5 hour). Return to class, announcing Discussion. Student PSA good copywriting and preparation.

Assignment in class: Write 5 PSA's with techniques outlined. Due beginning of class week 11.

Assignment: Read Chapter 9: Engineering.

Continue individual WDSW Trail Studio Design and training scheduling.

Week 11 Discussion of PSA and production. Critiques of assignments. Lecture Chapter 9: Engineering. Discussion.

Continue individual WDSW Trail Studio Design and training scheduling.

Assignment Read: Chapter 10: Careers.

Week 12 Discuss production, studio operations and introduction to announcing. Lecture Chapter 10: Careers.

Continue individual WDSW Trail Studio Design and training scheduling.

Week 13 *Guest Speaker TBD.* Discussion announcing style and formats. Careers options inside and outside of radio.

QUIZ: Chapters 9 and 10, production, studio design, announcing and careers.

Continue individual WDSW Trail Studio Design and training scheduling.

Week 14 Refresh core course concepts. Student submissions and interviews for Winter Semester student leadership positions for WDSW.

FINAL Friday, December 3, 2021 in person at 6:00pm (KETH 137). Mix of multiple choice, essay and equipment identification.

Add and Drop deadlines are listed in the Academic Calendar:

<http://www.deltastate.edu/academic-affairs/calendar/>

Other important information may be found in the Course Catalog:

<http://www.deltastate.edu/academic-affairs/catalog/>

Evaluation and Grading

- 75% Tests & Quizzes, 15% Assignments, 5% extra credit opportunities, 5% participation. (Extra credit opportunity: station promotional events)

- Point or percentage point values assigned to each activity and/or activity type (e.g. assignment group weights)
- Rounding rules: No rounding is present in this class.
- Grading scale: standard Delta State University system. A=4, B=3, C=2, D=1, F=0.
- Late assignment policy: Late work accepted. Each day an assignment is late it loses .5 points unless cleared with instructor.
- Expectations on the type and timing of feedback and grades

The Final Exam for this course is scheduled for Monday, November 23rd 2:30pm at WH201 (Whitfield Hall) DMI Building in a face-to-face setting. Final exam will include material covered the entire length of the course.

Attendance

Regular and punctual attendance at all scheduled face-to-face and online classes and activities is expected of all students and is regarded as integral to course credit.

The 2020 – 2021 Academic Year is significantly impacted by the COVID-19 global pandemic. It is essential to the health and safety of students, faculty and staff that we adhere to the CDC recommendation to “stay home if you are sick.” Students who cannot attend a face-to-face class because they are ill shall notify their instructor of their absence. Students shall engage the course content using the course’s Canvas shell to complete missed work due to illness.

Students are allowed to make up assignments, quizzes, tests, major presentations, or other graded course activities missed due to illness. Proof of illness from a medical professional is not required, but may be submitted if it is available.

[DSU Policy on Class Attendance](#)

<http://www.deltastate.edu/policies/policy/university-policies/academics-students/class-attendance/>

Academic Honesty Policy/Grievance Policy/FERPA

DSU Policy on Academic Honesty: <http://www.deltastate.edu/policies/policy/university-policies/academics-students/academic-honesty/>

Academic Grievance Policy-Undergraduate: <http://www.deltastate.edu/policies/policy/university-policies/academics-students/grievance-policy-academic-undergraduate/>

Academic Grievance Policy-Graduate: <http://www.deltastate.edu/policies/policy/university-policies/academics-students/grievance-policy-academic-graduate/>

Family Education Rights and Privacy Act (FERPA): FERPA provides the faculty member the right to discuss issues pertaining to a student’s performance with DSU employees who have a legitimate educational interest. If a faculty member is concerned about a student, the faculty member may submit an alert to the appropriate DSU department. For more information about FERPA, please visit the website: <http://www.deltastate.edu/academic-affairs/registrars-office/forms-and-policies>

Participation

Raising your hand is customary to participate in class discussions. Students are expected to contribute equally to any group activities.

Etiquette and Civility Online/Netiquette

Netiquette refers to the guidance and expectations for students communicating online in a group setting. This includes discussion forums, email, and any other form of communication used in this course.

Below is a source with some basic netiquette tips that you may find useful:

<https://elearningindustry.com/10-netiquette-tips-online-discussions>

Additional Course-Specific Rules, Policies, Expectations

In radio and broadcasting attendance is critical. You are allowed (2) absences before you receive a 5% reduction in your grade. Each absence without a Doctor's note will be further receive a 5% reduction. Attendance will be measured either in person, or via participation in the zoom online class format.

If you are assigned a radio shift on WDSW The Trail ANY absence without prior notification will subject to instructor discipline and/or grade reduction.

Technology

For assistance using Canvas, you can click the help icon in your course, or refer to the [Canvas Student Guide](#). If you experience technical difficulties, or need technical assistance with this course, please contact OIT's 24-hour Help Desk via email at helpdesk@deltastate.edu or by phone at 662-846-4444 or 866-264-1465 (toll free). Please include the course name and your 900# when contacting the Help Desk.

Link to Canvas: <https://deltastate.instructure.com>

Canvas Technical Requirements: <https://community.canvaslms.com/docs/DOC-10720>

Canvas Privacy Policy: <https://www.canvaslms.com/policies/privacy>

Canvas Accessibility Statement: <https://www.canvaslms.com/accessibility>

Student Support Services

Student Success Center

The Student Success Center provides educational learning services and assistance for all students. Additional information can be found at: <http://www.deltastate.edu/student-success-center/>.

Roberts-LaForge Library

The Roberts-LaForge Library provides numerous resources and services for students, faculty, and staff. Along with the diverse print collections there are thousands of full-text journals and eBooks available 24/7 through its website. It also houses a computer lab, group study rooms, and individual study spaces. Research assistance is always available and additional material can be ordered from across the country using Interlibrary Loan. Additional information about the Roberts-LaForge Library can be found at: <http://www.deltastate.edu/library/>.

Writing Resources for Students

- Roberts-LaForge Library: <http://www.deltastate.edu/library/student-writing-resources/>
- <http://www.deltastate.edu/academic-affairs/center-teaching-learning/writing-enhanced-courses/>
- Student Success Center: <http://www.deltastate.edu/student-success-center/academic-support-services-developmental-studies/>
- Writing Center: <http://www.deltastate.edu/artsandsciences/languages-literature/writing-center/>

Services include individual assistance at all stages of the writing process, including: brainstorming, discovering a thesis, organizing and developing and argument, sentence structure, documentation style, and resumes and letters of application.

ADA Statement and Disability Services

Information about [Disability Services](#) can be found on the DSU website.

<http://www.deltastate.edu/student-life/campus-counseling-center/disability-services/>

For assistance with and to make arrangements for accommodation for disabilities, please contact [Disability Services](#), at the O.W. Reilly Student Health Building, 662-846-4690. It is the responsibility of students who have professionally diagnosed disabilities to notify the disability coordinator and present documentation in a timely manner so that necessary and/or appropriate modifications can be made to meet any special learning needs.

Delta State University is committed to a policy of equal employment and educational opportunity. Delta State University does not discriminate on the basis of race, color, religion, national origin, sex, gender identity, sexual orientation, age, disability, or veteran status. This policy extends to all programs and activities supported by the University.

Disclaimer

This syllabus is based on the most recent information about the course content and schedule planned for this course. Its content is subject to revision as needed to adapt to new knowledge or unanticipated events.