



**Communications Department
Communications & Media Studies
Spring 2014 SYLLABUS**

CMS 3322/26, 3323/27 & 3324/28: Internet Radio & Lab I, II & III (4 units)

CMS 3722/26, 3723/27 & 3724/28: Sportscasting & Lab I, II & III (4 units)

Wednesdays & Fridays, 12:15pm – 1:05pm, (Lab on Weds after class) Library 200

PENGUIN RADIO

Instructor Information:

Name: Stuart Horne
Office Phone: 415-254-5011
E-Mail Address: stuart.horne@dominican.edu
Office Location: Angelico 104-105
Office Hours: By appointment

Course Description: General Content of the Course

The purpose of this course is to provide an opportunity for hands-on participation in the radio broadcasting field with students broadcasting over Dominican's award-winning Internet radio station, radio.dominican.edu.

From selecting topics to explore, to researching audience demographics, to crafting original scripts, students participate in a wide range of tasks appropriate to the broadcast field. They also broadcast within professional formats including news, news talk, magazine variety or music. Some students create their own formats which match their international audiences as they broadcast in the language most appropriate for their target listeners. Enhancement of on-air performances will include posture, diction, and voice tone. Broadening of technical skills will include mixing sound sources to create sophisticated broadcast packages. Throughout the process students are consistently observed and coached in practicing professional broadcast skills.

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Course Student Learning Outcomes

As a result of meeting the requirements in this course, students will be able to:

- Perform on-air broadcasts with appropriate voice, professional level stamina, enhanced awareness, timing, content, diction, and microphone voice control.
- Select and investigate broadcast topics that inform and intrigue diverse audiences with specific demographics exhibiting sensitivity to special needs.
- Write professional quality copy for radio broadcasts and accompanying social media.
- Interview information sources and on-air guests with professional quality questions.
- Learn the basic operation of technical equipment necessary for broadcasting.
- Master sophisticated technical equipment that allows the editing of multiple sources of sounds and blend them into an appropriate production for broadcast for pre and post production uses.

COURSE POLICIES AND EXPECTATIONS:

Academic Honesty Honor Code

Students are expected to adhere to the Academic Honesty Honor Code stated in the Catalog see <http://www.dominican.edu/academics/catalog>

Federal Communications Commission & Dominican University Airwave Policies

1. Dominican University is firmly committed to being a community in which students, faculty and staff are consistently treated with both consideration and respect, and are protected from discrimination or harassment. All local, state, and federal laws, ordinances & regulations are to be adhered to and abided by at all times. *(Adapted from Dominican Student Life Handbook)*
2. "It is a violation of federal law to air obscene programming at any time...The FCC may revoke a station license, impose a monetary forfeiture or issue a warning if a station airs obscene, indecent, or profane material." www.fcc.gov/guides/obscenity-indecency-and-profanity
3. Disrespectful behavior of any kind, physical/verbal/psychological, and the lack of civility in interacting with others, and which threatens the health, safety, welfare, and/or dignity of any person on the Dominican campus [or over the Dominican Internet Radio

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Station], will fundamentally undermine the educational process and will lead to disciplinary action. *(Adapted from Dominican Student Life Handbook)*

Plagiarism

Plagiarism is defined as passing someone else's work as one's own original copy. This is tantamount to stealing. It is a serious offense. All sources and assistance used in the preparation and writing of your radio shows, blogs, and research papers and must be properly credited and acknowledged. The Dominican University Policy is clear on the issue. Those who engage in plagiarism will be meted out with definite sanction. Please consult the Student Handbook for more information.

Diversity

To honor cultural diversity in this class it is imperative that the classroom environment be a welcoming and accepting community of diverse learners. This course advocates intercultural knowledge and diverse action where students think critically to understand and communicate issues from different points of view and to collaborate harmoniously with classmates from a range of cultural backgrounds which enhances the students' ability to contribute to academic growth and personal and professional productivity. As diversity is an important issue with broadcasters, students will be required to devise at least 2 radio shows per semester based on specific diversity themes. For example, broadcast topics must address an audience of women, men, seniors, Latinos, Asians, Females, Germans, Catholics, Jews, Muslims, Blacks, middle aged fathers, or any non-traditional audiences.

Attendance

Attendance is mandatory in class and lab and students are expected to be on time to every scheduled class. Students are permitted one absence during the semester and the instructor must be notified of the absence. Any additional absences, excused or otherwise, will result in lower grade by one level. When you incur four counts of absences, you receive an F mark. Three counts of tardiness will count as one absence. Students are responsible to communicate with other students or the instructor to obtain missed information or assignments. Use of your cell phone will be counted as an absence.

Assessment

Students' final grades for this course will be based on attendance, class participation, radio show production, production projects, class assignments, and a final project. Your grade will depend on the quality of your shows and production projects, and how well you demonstrate that you understand, and have thought about, all the materials and information presented in this course.

Required Materials

Bring to every class: Ear Buds/Headphones and a Flash Drive

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Computer “Platforms” & Software Programs

In this class, students will be working in both Microsoft and Mac Platforms. Familiarity with how to navigate within these two operating systems is a must. The primary Audio Recording & Editing software is Adobe Audition. There is a Mac version of Audition on all the Mac Lab computers, and there is a Microsoft version on the PC Computer in the radio station production room and, our broadcast laptops.

Lab Participation

- In the internet radio class and lab there are several levels of experience sharing the same instructor, resources, room, and radio station. This allows for a broad spectrum of learning and leadership – in this environment qualities of collaboration and self-motivation are a must.
- On occasion, some students will be working on individual projects and assisting one another at the same time that other students are participating in lecture time (hence ear buds are in use).
- "Homework" in the traditional sense of the word is rarely handed out in this class, however there is a minimum of one hour preparation time for each On Air Show and assignments to be completed prior to each class (such as preparing scripts, obtaining sound effects, etc.).
- Along with the regular assignments, individual assignments will be handed out to random students to promote learning and leadership.
- Veteran students will receive opportunities for additional assignments and responsibilities to deepen their knowledge of the radio industry both on the technical and historical levels.

Live Radio Shows

All students will participate (write, host, engineer, & report) in the live broadcast of the Penguin Press Pass weekly news show each Friday.

Sportscasting I, II, & III Students – Additional Sports Broadcasting assignments will be assigned.

Radio III Students - On Air Radio Show is optional. Assist instructor with live lecture broadcasts. Additional production radio station maintenance assignments will be assigned.

Radio I and II - Students will be responsible for producing an On Air Radio Show that will run for approximately 12 weeks, each show to be one hour in length. The content to be approved by instructor with inclusion of news, Dominican Univ. promos and public service announcements.

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- All shows are performed live at the radio.dominican.edu internet radio station in room 104/105 in Angelico Hall and are simultaneously recorded for archiving, review, and podcasting.
- DJs will come up with a name for their show and will select a time slot for that show to air.
- DJs are encouraged to develop an On Air Alias/Persona, but for females the On Air Alias is a requirement for personal and professional safety and security reasons.
- All DJs are required to create or obtain a graphic and theme song that is relevant and representative to their show.
- All DJs must be prepared to report on a wide variety of current events and news related topics during news update sessions of their radio show broadcasts (above and beyond their show content). Students are encouraged to listen to national and local radio news, watch television news shows, and read about current news on the internet, in newspapers, and in news magazines.
- DJs are encouraged to include diversity themes in at least two of their shows each semester for example; addressing audiences of women, men, seniors, Latinos, Asians, Females, Germans, Catholics, Jews, Muslims, Blacks, middle aged fathers, or any non-traditional audiences.
- DJs are encouraged to set up multiple social media tools for use in promoting and reporting about their show: Facebook, Blogspot.com, Email, UStream, Twitter, and other tools as deemed pertinent by the instructor to enhance the production value and publicity of their shows.
- DJs are encouraged to listen to their fellow DJs' radio programs for shared learning and objective feedback.
- If a DJ is scheduled for a radio broadcast at a specific time, and is unable to do said show, he or she must report an emergency absence to the program manager/instructor and when a show is missed, or bumped due to other live broadcasts. DJs are responsible to find a replacement, provide a pre-recorded show, or make up their live show on another day as coordinated with the instructor.
- DJs who create and present more than the required number of shows will earn extra credit.

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Production Projects & Research Projects

- Radio I students will be required to record Previews and Bumpers for their shows.
- Radio II & III and Sportscasting I, II, & III students will work on more advanced production projects such as Air Checks, Promos, PSAs, Commercials, Stop Sets, and more detailed Previews, Bumpers, Station Tags, etc. Veteran students may also be required to write research papers on historical, technical, marketing, and business details of the radio industry.
- All students will learn to use the specialized audio software, Adobe Audition, on both Mac and Microsoft platforms, Total Recorder on Microsoft platform, and will master sophisticated technical equipment (mixers, amplifiers, xlr cables, etc.) that allow the recording and editing of multiple sources of sound files for creation of production projects and preparing shows for broadcasts and podcast archiving.

Internet Radio Class Schedule Spring 2014

Wednesdays: 12:15pm to 2:00pm - Listen, Quiz, Lecture, Lab

Fridays: 12:15pm to 1:05pm - Penguin Press Pass (PPP)

Wk #	Day	Date	12:15pm-2:00pm Listen (Hot Seat), Quiz, Lecture, Lab	Homework Due on Wednesdays	Day	Date	12:15pm-1:05pm	Vet Shows	Rookie Shows
1	Wed	1/22/2014	Intro, Syllabus, Show Devel, Mac Lesson & Flash Drives	Flash Drive&Ear Buds	Fri	1/24/2014	PPP Intro	0	0
2	Wed	1/29/2014	Write & Record Previews, Develop Graphics, Audition Intro w/Previews		Fri	1/31/2014	PPP Research	0	0
3	Wed	2/5/2014	Signal Flow, Station Tour, Lab Work Record Previews	Preview & Graphic	Fri	2/7/2014	PPP Rehearse	#1	Visit Vet
4	Wed	2/12/2014	Signal Flow/Quiz 1, Write & Record Tags, Get Sound Effects		Fri	2/14/2014	PPP #1	#2	#1
5	Wed	2/19/2014	Word Usage, Audition Lab Work Tags	Tags	Fri	2/21/2014	PPP #2	#3	#2
6	Wed	2/26/2014	Hot Seat & Word Usage/Quiz 2, Begin PSA Research & Writing		Fri	2/28/2014	PPP #3	#4	#3
7	Wed	3/5/2014	Hot Seat, Audition Lab Work Record PSAs	PSAs	Fri	3/7/2014	PPP #4	#5	#4
8	Wed	3/12/2014	SPRING BREAK	-	Fri	3/14/2014	SPRING BREAK	0	0
9	Wed	3/19/2014	Hot Seat, Terminology, Begin "DU Did You Know" Research & Writing		Fri	3/21/2014	PPP #5	#6	#5
10	Wed	3/26/2014	Hot Seat & Terminology/Quiz 3/Lab Work "DU Did You Know"		Fri	3/28/2014	NO CLASS - Cesar Chavez Day	0	0
11	Wed	4/2/2014	Hot Seat & Begin Final Project Research & Writing	DU Did You Know	Fri	4/4/2014	PPP #6	#7	#6
12	Wed	4/9/2014	Hot Seat & Lab Work Final Project	-	Fri	4/11/2014	PPP #7	#8	#7
13	Wed	4/16/2014	Hot Seat & Lab Work Final Project		Fri	4/18/2014	NO CLASS Good Friday	#9	#8
14	Wed	4/23/2014	Hot Seat & Lab Work Final Project	-	Fri	4/25/2014	PPP #8	#10	#9
15	Wed	4/30/2014	Hot Seat & Lab Work Final Project	Final Project	Fri	5/2/2014	PPP #9	#11	#10
16	Wed	5/7/2014	FINALS WEEK/Show Make Ups	-	Fri	5/9/2014	FINALS WEEK	0	0

This syllabus is subject to modification. The instructor will communicate with students for any changes.

PENGUIN RADIO
radio.dominican.edu