

CTVA 230, Fundamentals of Radio Production

Fall Semester, 2009

Section 10473: Mondays and Wednesdays, 7:00pm to 9:45pm, MZ 160A

Instructor: Nick Pernisco, **E-mail** nick@pernisco.com

Office Hours: By Appointment

Required Textbook: Modern Radio Production, Hausman/Benoit/O'Donnell, 7th Edition

Suggested Books (depending on desired software tools):

Pro Tools 101 Official Courseware by Digidesign (ISBN: 1598631543)

Apple Pro Training Series: Soundtrack Pro by Mary Plummer (ISBN: 0321357574)

Apple Training Series: GarageBand by Mary Plummer (ISBN: 0321268768)

Adobe Audition 2.0 Classroom in a Book by Adobe Creative Team (ISBN: 0321385500)

Course Description: Introductory course in audio production. Training in digital production, audio console operation, use of tape recorders and microphones, tape editing, program formats, and announcing. Lab with accompanying lecture, 6 hours per week. Students will also learn broadcast writing and delivery skills.

Grading: There will be two written tests, a live practical exercise, a series of production assignments and a listening assignment. Students will receive point scores for all assignments and tests. The final grade will be based on these points. There is no make up of any production assignment without prior consent of the instructor.

Lab: All production work will require additional individual time spent in the audio studios. Students should plan to spend an additional one to three hours per assignment. There are sign-up sheets to reserve time in MZ 160 and other labs. **NOTE:** After the first few assignments, students will be allowed to use their own computers and software to produce the class projects.

Student Learning Outcomes: (CTVA SLO 1, 2, 3) Beginning/Demonstrated

Students in this course will:

- Understand and articulate the history, theories and critical models of radio.
- Research, structure, and write dramatic and non-dramatic scripts for radio.
- Understand the fundamental concepts of pre-production, production and post-production in radio production.
- Have an understanding of basic radio production principles, terminology, and procedures and use them in the assigned radio projects.
- Understand the basic oral and written communication tools to function professionally in a radio production.
- Conceptualize, produce, direct and edit radio production projects.

Professional Behavior is expected at all times in the course of work related to this class. Disruptive, unprofessional behavior in this class will not be tolerated. Inappropriate behavior will be dealt according to the university regulations and be referred to the Dean of Students.

Academic Dishonesty: In conjunction with examinations, projects and written assignments, it should be noted that severe penalties—including failure in the course and even expulsion from the University—might be applied for any infraction of accepted

academic rules of honesty. Among other things, it is understood there shall be no sharing of information on any examination: there shall be no reference to any notes during any test (unless otherwise announced); and despite the collaborative nature of the class, individuals assigned to a position should be the one completing the task.

Students with Disabilities: Students with disabilities must register with the Center on Disabilities and complete a services agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approve accommodations. Students who are approved for test taking accommodations must provide a proctor form to their faculty member signed by a counselor in the Center on Disabilities prior to making testing arrangements. The Center on Disabilities is located in Bayramian Hall, room 110. Staff can be reached at (818) 677-2684.

Tentative Course Outline

Although all attempts will be made to keep to the schedule below, changes may be made due to unforeseen circumstances. Please make sure you stay updated with any class changes if you miss a class meeting.

- Week 1 (8/24):** Introduction to course, equipment and an overview of audio production.
READ FOR NEXT WEEK: CH 2, 5
- Week 2 (8/31):** Introduction to voice-overs. Use of music and voice over in promos and commercials. The nature of sound production.
ASSIGNMENT: Practice Voice Over Promo
READ FOR NEXT WEEK: CH 1, 3, 4
- Week 3 (9/7):** Intro to digital production.
DUE: Voice Over Promo Exercise (in-class)
ASSIGNMENT: Begin Music Editing Exercise
READ FOR NEXT WEEK: CH 6, 7, 10, 12
- Week 4 (9/14):** Intro to digital mixing. Begin discussion of writing for radio, combo operation for radio news and feature programs.
READ FOR NEXT WEEK: CH 6, 9
- Week 5 (9/21):** Commercial messages, the use of sound effects and music to engage the audience. Scripting techniques.
DUE: Music Editing Exercise
ASSIGNMENT: Begin 60 Second Commercial
ASSIGNMENT: Prepare for Midterm exam (CH 2-7 + 12)
- Week 6 (9/28):** Midterm.
READ FOR NEXT WEEK: CH 13.
- Week 7 (10/5):** Creation of live entertainment newscast.
DUE: 60 Second Commercial
ASSIGNMENT: Begin Entertainment News Exercise
READ FOR NEXT WEEK: CH 10
- Week 8 (10/12):** Remote recording techniques and equipment.
READ FOR NEXT WEEK: CH 10, 11
- Week 9 (10/19):** Sound montage. Use of sfx and music to tell a story.
DUE: Entertainment News Exercise
ASSIGNMENT: Public Service Announcement
READ FOR NEXT WEEK: CH 14

- Week 10 (10/26):** Multi-track recording techniques. Use of computer applications in radio production and podcasting/streaming. Discuss sound story.
READ FOR NEXT WEEK: CH 15
ASSIGNMENT: Sound Story Proposals
- Week 11 (11/2):** Radio station formats and programming. Introduction to sound stories.
DUE: Public Service Announcement
ASSIGNMENT: Begin Sound Story Production
READ FOR NEXT WEEK: CH 16
- Week 12 (11/9):** TBA
- Week 13 (11/16):** TBA
- Week 14 (11/23):** TBA
- Week 15 (11/30):** Sound story playback.
DUE: Sound Stories
- Week 16 (12/7):** Wrap up class and review for final exam.
ASSIGNMENT: Prepare for final exam: CH 1, 8-16

Point Breakdown for the Course:

Assignment 0 – Voice Over Promo – 5 points

This assignment will help get us used to using the microphone, and will help us test the range of our voices.

Assignment 1 – Music Editing – 5 points

This assignment will help us learn the basics of digital editing by performing basic edits to three music tracks.

Assignment 2 – 60 Second Commercial – 10 points

This assignment will provide further experience in voicing and editing, and will help us develop our writing skills.

Assignment 3 – Entertainment News – 10 points

This assignment asks the student to write and produce a 4-minute news feature about entertainment. We'll learn to assemble a news feature by using music, studio voices, and pre-recorded actualities.

Assignment 4 – Public Service Announcement – 10 points

This assignment involves creating a radio ad campaign for a non-profit organization or cause. The student will be expected to create 3 versions of their PSA, a 60 second version, a 30 second version, and a 10 second version. This will teach the student the fundamentals of editing copy and music for the purpose of creating different versions of the same program.

Assignment 5 – Sound Story – 20 points

In this assignment, we'll be creating a five-minute sound story with a partner in class. The purpose of a sound story is to tell a story using only pre-existing material (sound effects, voice, and music).

Listening Exercise – 5 Points

In this assignment, we'll listen to an hour of radio programming (indicated by the instructor), and write a short report on it.

Attendance – 5 Points

Midterm Exam – 15 Points

Final Exam (December 14, 2009 – 8pm-10pm) – 15 Points

There will be **100** points possible for the semester. The following grade distribution will be used: **90-100%= A; 80-89%=B; 70-79%=C; 60-69%=D; 59%-below=F.**

All assignments must be e-mailed in MP3 format before the due date to nick.pernisco@gmail.com. The e-mail subject line must be formatted as follows: **CTVA 230 – Assignment # – <your name>**

REQUIRED EQUIPMENT: 1gb USB Flash Drive