CMN 252	Applied Radio Programming
Course Number	**Course Title**

3	2/2
Credits	**Hours: lecture/laboratory**

Catalog description:

Study of the development and nature of current radio formats, programming philosophies and group ownership. Students analyze and critique current radio formats and create a commercially-viable format of their own. Students apply advanced production techniques to produce station imagers, format demos and an audition CD suitable for entry-level positions.

Prerequisites: CMN 153 & CMN 250 w/minimum C grade   **Co-requisites:** None

Required texts/other materials:

Joanna R. Lynch, Greg Gillispie, Process & Practice of Radio Programming, University Press of America

Last revised: Spring 2010

Course coordinator: Mitchell Canter, ext. 3755

Information resources: Websites: AllAccess.com, FMQB.com

Other learning resources: Adobe Audition software, Audiovault software, Selector software

Course goals:

The student will be able to:

- Identify target audiences for radio formats.

- Outline and project the evolution of radio formats.

- Produce station imagers.

- Solve programming, and promotional case studies.

- Discuss the role of the FCC in the industry

- Produce a weekly on-air program.

- Organize & execute a radio station promotion as a team

- Create & propose a commercially viable radio format

    o Prepare & present combined oral/written proposal

    o Produce & present format demo

- Maintain a weekly airshift or management position at the college's student radio station.

Course-specific General Education Knowledge Goals and Core Skills.

General Education Knowledge Goals
Goal 1. Communication. Students will communicate effectively in both speech and writing.
Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
Goal. 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.
Goal 9. Ethical Reasoning and Action. Students will understand ethical issues and situations.

MCCC Core Skills
Goal A. Written and Oral Communication in English. Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.
Goal B. Critical Thinking and Problem-solving. Students will use critical thinking and problem solving skills in analyzing information.
Goal C. Ethical Decision-Making. Students will recognize, analyze and assess ethical issues and situations.
Goal D. Information Literacy. Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.
Goal E. Computer Literacy. Students will use computers to access, analyze or present information, solve problems, and communicate with others.
Goal F. Collaboration and Cooperation. Students will develop the interpersonal skills required for effective performance in group situations.

Units of study in detail.

Unit I: Radio Programming & Format Evolution

Learning Objectives
The student will be able to…
- Define a demographic & psychographic audience
- Explain how music & lifestyle trends effect radio programming.
- Explain & project audience and format fragmentation.

Unit II: The Program Director

Learning Objectives
The student will be able to…
- Explain the responsibilities of the Program Director
- List the responsibilities of the Music Director
- Describe the relationship between the programming and sales departments.
- List the programming tools available to the program director and explain their use in making programming decisions
- Explain the role of upper management in regard to programming

Unit III: The Program Mix

Learning Objectives
The student will be able to…
- Describe music categories and explain how music is categorized.
- Outline music rotation guidelines
- Explain common rotation rules
- List common information gathered on each song in a music library
- Describe various elements of news and talk programming

Unit IV: Station Image & Talent

Learning Objectives
The student will be able to…
- Explain the qualities that program directors seek when hiring on-air personalities.
- List techniques program directors use to develop talent
- Explain the importance of morning shows to a station's programming.
- List the elements that combine to form the image of a radio station
- Describe the types of marketing used to market a radio station in a community

Unit V: Programming & Competition

Learning Objectives
The student will be able to…
- Demonstrate how to read and interpret Arbitron ratings
- Describe a competitive market situation
- Explain the role of promotions and marketing in a competitive market situation
- Describe what a program director looks for when examining ratings reports
- Explain the role of counter-programming
- Explain how listeners use radio
- Describe the type of information stations collect about their listening audience

Unit VI: Music & Audience Research

Learning Objectives
The student will be able to…
- Describe the role and importance of research in the programming process
- Explain how program directors use audience research
- List the various research methods used by radio stations

Unit VII: Experimental Format

Learning Objectives
The student will be able to…
- Identify market competitors to the proposed station's format
- Explain strategies to market the radio station
- Demonstrate the sound and "personality" of the radio station
- Describe the use of HD radio channels to reinforce the analog format

Evaluation of student learning:

Experimental Format	35%
Audition Package	15%
Quizzes	20%
Airchecks	10%
Homework/Class Participation	20%
	100%

The Classroom as a Learning Community

All students are welcomed to an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together. With that as our goal, it is important that all students come to all class sessions on time, and stay until the end of the class meeting unless you have informed the instructor that you must leave early. If you are unavoidably late, please enter the class quietly. If you must miss a class for any reason, you are responsible for all material covered, for announcements made in your absence, and for acquiring any material that were distributed in class.

It is important to stay focused on the class activities and discussions. For this reason, **all pagers, cell phones, or other electronic equipment that will distract the class should be turned off or set to vibrate.** Side conversations are also distracting for both the instructor and other students in the class. Simple norms of courtesy should be sufficient to have our class run in the best interests of all of us.

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).