

Mercer County Community College

Arts and Communication Division

CMN 152

Radio Production/Announcing

COURSE DESCRIPTION

Basic recording, production and announcing techniques. Practical radio production. Students produce commercials, public service announcements, and interview programs and simulate operation of radio station formats.

Text (s): **Reference Division Booklist**

Prerequisites: **CMN151 with a minimum C grade**

Co-requisites:

Credits: 3

Studio/Lecture Hours: 4

**Food and Drink are strictly prohibited in classrooms as per health and safety laws.
Students may not bring in chemicals or cleaning fluids without the appropriate
MSD sheets.**

Course Coordinator: Mitch Canter

Latest Review: Spring 2005

I. GENERAL OBJECTIVES

- A. To teach the student basic techniques and procedures of radio production with special attention to commercials and program formats.
- B. To train the radio major in the basic techniques of radio announcing.
- C. To provide the student with professional experience in working as a radio producer and audio console operator, as well as an announcer.
- D. To acquaint the student with current practice and formats being used in the United States.

II. SPECIFIC OBJECTIVES

At the conclusion of the course, the student should be able to:

- A. Operate basic studio and control room equipment used in radio production, including:
 - 1. Microphones
 - 2. Audio console
 - 3. Reel-to-reel tape decks
 - 4. Audio equalizer
 - 5. Reverb and effects processor
 - 6. Splicing block
 - 7. Bulk eraser
 - 8. Digital Audio Tape recorders
 - 9. Instant Replay storage devices (audio sampler)
 - 10. Digital audio editing and multi-tracking software
- B. Back-time to recorded & live programs.
- C. Produce and announce a 20-minute radio program, following a commercial log while operating the console.
- D. Produce and announce radio commercials utilizing a variety of production techniques.
- E. Understand the various types of radio programming formats currently being utilized in the broadcasting industry and their impact on production.
- F. Edit digital audio and splice reel-to-reel audio tape.
- G. Read a live commercial and ad-lib a live announcement from notes.

III. METHOD OF EVALUATION

All production assignments must be submitted on cassette, DAT or computer file **as directed**.

The radio business demands that employees arrive for work on time and perform their jobs with to-the-second accuracy. This is the best time to begin these professional habits. Therefore, all assignments are due in class on their due dates, and any assignments handed in late will receive **no credit**.

CMN152 students must perform one on-air announcing shift per week at WMCC, the student radio station.

This outline is subject to change at the instructor's discretion.

Graded Assignments

Assignment	Points per Assignment	Total Points
Announcing evaluation/critique	10	10
Dubbing	5	5
Ad-lib demonstration	10	10
WMCC announcing	5@ 10	50
Interview production	15	15
Music production (ACID)	10	10
Sound effects production	10	10
Commercial donut production	10	10
Advanced production (drama)	2@ 25	50
Digital editing production	15	15
Digital editing demonstration	15	15
Quizzes and Final Exam	3@ 20	60
Final 20-minute program	40	40
		300 POINTS

<p>A = 270-300 points B = 240-269 points C = 210-239 points D = 180-209 points F = below 180 points</p>
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**Note that if you are a Radio A.A.S. major, you must pass this course with a C or better in order to advance to the next radio course.