

## **Broadcast Preparation/Performance 3820**

M/W 2:20 — 3:45

Professor:

Office:

Phone(s):

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**Required Text:** *Television & Radio Announcing*, Tenth Edition, Stuart W. Hyde

**Required Supplemental Booklet:** *Communication 3820, Broadcast Preparation & Performance* by Robert W. McDowell

Suggested Periodicals: Advertising Age  
Broadcasting & Cable  
Journal of Broadcasting  
Television Weekly  
Radio Ink  
Television Quarterly

### **Purpose of the Course**

This course provides you with an opportunity to gain an understanding of certain basic performance and operational procedures in the field of radio and television broadcasting.

### **Objectives**

At the conclusion of the course you should, among other things, be able to:

1. Discuss the basic requirements for success in broadcasting.
2. Demonstrate understanding of necessary and appropriate techniques of communication in broadcasting.
3. Perform basic broadcasting skills and techniques in such areas as commercial presentation, newscasting, interviewing, etc.
4. Demonstrate confidence and ability while performing for an audience.
5. Confidently discuss the broadcasting industry and how it operates.
6. Understand not only how to develop your talent and abilities for success in broadcasting, but know how to get along with management and co-workers and advance in the work environment through harmonious relationships.

Your grade will be determined according to the following:

<b>PROJECTS:</b>	Radio Commercial Presentation .....	5%
	TV Commercial Presentation .....	10%
	Interview Project .....	15%
	TV News Presentation .....	20%
	Research Group Presentation .....	10%

Please note that the learning experience projects involve class and/or partner(s) interaction and must be performed when scheduled. Most of these projects cannot be made up and only a written, signed medical excuse will be considered in a situation involving an absence.

<b>EXAMS:</b>	Mid-Term - Ch. 1, 2, 3, 4, 5, 6, 7.....	20%
	plus class notes	
	Final - Ch. 8, 9, 10, 11, 12, 13.....	20%
	plus all semester class notes	100%

Wednesday  
Dec 10<sup>th</sup> (1:00-3:00)

Exams will essentially be a combination of essay, fill-in-the-blank(s), and objective questions based on class lectures and assigned chapters in the text. Prominent guest speakers from the Memphis area broadcasting industry will discuss various topics of interest during the term.

**\*Make-up exams will be given ONLY upon presentation of a signed medical excuse.**

\* **Text Outlines** (Course Learning Requirement)

These are two 3-page typewritten, double-spaced papers in which you outline in narrative form the key points in the assigned chapters in the text. Papers should not exceed 3 pages, therefore you should be most selective about the material you include. All chapters should receive some coverage and each should be clearly identified in your outline. The content of the papers is expected to be grammatically correct, have proper margins, and be professional in appearance, i.e., no white-outs, typos, write-over corrections, computer errors, etc. Papers should also be stapled, please.

**\*Note: These papers are text outlines; not class notes outlines.**

The first paper is due on the day of the mid-term exam and covers only the chapters assigned for the mid-term exam. The second paper is due on (Insert date) and covers only the chapters assigned for the final exam.

Any assignment submitted after class on the day of the mid-term exam will not be accepted without a signed medical excuse or verifiable family emergency condition. No second or final paper will be accepted after final exam class on (Insert date) under any circumstances. Five points will be deducted from your final average for each paper not turned in. Points will also be deducted if papers do not meet the above specific requirements.

\***Special Note:** Papers, projects, etc., turned in at any time other than the scheduled class period should be submitted in person. Should any material become lost by your placing it under my door, in the main office, etc., it will be considered your sole responsibility. An appropriate grade will be given

for that material which will be considered either late, not done, or unacceptable at that date.

**Professor Availability**

My office is always open to you and I am always pleased to talk with you concerning your progress, any problems you may have, or just the course or occupational field in general. Please feel free to come. My office hours are listed on my door, or, if inconvenient, an appointment can be arranged.

**Special Circumstances**

Any student with a learning disability or handicap should see me immediately at the beginning of the semester. I will be pleased to discuss with you any available options or assistance.

**University Class Attendance Policy**

The University will no longer administratively withdraw students for nonattendance responsibility. If you decide not to attend a class, you must drop or withdraw yourself. Failure to drop or withdraw will result in "F" grades for non-attendance.

**I wish you much success in the course!**

