Radio Practices

JRSM 2800-D07

Spring 2024

Class Meeting: Tuesday & Thursday, 8:00 a.m. - 9:25 a.m.

Class locations: The ROAR Studio in Meeman 113/115, Audio Lab in MJ 212

Assistant Professor of Practice: Terris "TK" King

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Office Hours: MW from 11 a.m. -1:30 p.m., TR from 11 a.m. -1:30 p.m.

Catalog description

This class will sharpen the skills learned in Introduction to Radio. Students will use radio production and performance skills to host a daily and weekly live show on the student- led livestream, The ROAR. Students will participate in producing a pre-recorded music intensive or talk show or any other specialty program that is suitable for the target demographics of The ROAR.

Prerequisites

JRSM 1800

Textbooks, Software and Required Materials

- Broadcast Announcing Worktext: A Media Performance Guide by Stephenson, Smith, and Beadle, 5th edition.
- Equipment: An external hard drive on which to keep your shows, music, interviews
- Wired headphones (any brand) for in studio work (optional)
- Plug in earbuds for audio lab work

Course Requirements

You must demonstrate your ability to entertain, inform and inspire through live and or pre-recorded audio productions. You will create a daily show clock with live and produced segments and determine which features increases time spent listening. You will use the reports and analytics inside our streaming platform to determine TSL and peak listenership. You must build a connection with your audience and understand what is important to them.

Your radio show starts before it actually starts. Therefore, deadlines and being prompt are vital soft skills that must be mastered before entering the radio industry. You will learn all the skills needed to become a real radio reporter, producer, or host.

Course Objectives

By the end of this class, students will be able to:

- Operate the selected radio automation software
- Build out and enable the 24-hour scheduler for holiday/weekend programming
- Generate and produce story ideas for radio productions
- Write concisely for radio broadcasting. This may include scripts, commercials, public service announcements, promotions, etc.
- Recreate a default rotation for any format of radio
- Think critically while conveying stories from remote locations
- Operate the broadcasting equipment and software in both the studio and during remote-field location broadcasts
- Host a broadcast program live on The ROAR and a live or pre-recorded program for WYXR.

How the Class Works

You will be required to host, produce, perform research, and write for "Wake Up UofM", a daily morning show that will broadcast live on The ROAR. Every student must pull their weight and ensure the success of this daily program. If you are not contributing to the show in some way, it will be reflected in your grade. You must think outside the box and determine what content is relevant to your target audience. You will be responsible for building your clock on your assigned show days and assigning that day's features. Wake Up UofM will feature various elements such as local and global news, traffic, entertainment reports, campus announcements, food and fashion, trending topics, contests, interviews, music, and interactions with callers. Each student will produce a feature story with sound bites that will air during a live broadcast.

Assignments and Grading:

You will be graded on your ability to create content, record, edit and produce radio programming to be aired on The ROAR. You will be required to listen to various radio programs of varying genres and formats and some assignments will be based on elements from those radio programs. You will be graded on the following elements:

Grading

Attendance	20%
Live studio work	10%
Lab work	10%
Field reporting exercises	10%
Listening Assignments	10%
Sweeper/Element Production	10%
Feature Contribution	20%
Total	**100%**

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%
F 0-59.4%

Classroom format
Lecture/Lab

Course Projects
Students will prepare and record various projects and exercises as well as host weekly live shows. All projects are designed to demonstrate mastery of the subjects addressed in the classroom. All projects will be completed using recording and audio production techniques using workstations with Adobe Audition software. Feature stories must be saved to a

Due Dates Are Firm:
Finished projects must be available for listening on the dates they are due (which will be announced in class). Those submitted late will not be given full credit.

Absences
Attendance will be required at every class meeting. The reason for this policy is that students must learn how to operate the equipment used to produce audio programs, and the equipment can only be learned by hands-on experience. A student who is not present to learn the necessary tools may use them improperly and seriously interfere with the work of others using the equipment. Therefore, everyone must be present for instruction in how to operate the hardware and software used in this course.

The only absences that will be considered excused are those resulting from illnesses, deaths, or court appearances. Such circumstances must be explained with written documentation, such as letters from physicians or officers of the court.

To allow for emergencies that do not fit the criteria above, one unexcused absence will be permitted during the semester. Each additional unexcused absence may result in a reduction of two points on the final grade for the course. The same policy will apply to partial absences, that is, arriving late to class or leaving early. Each partial absence will result in a reduction of one point on the final grade for the course.

If you must miss part of a class, please follow these rules: (1) If you arrive after the scheduled start time, enter the room carefully to avoid distracting other students and the instructor. (2) If you must leave during a class for any reason other than a personal hygiene emergency -to take a phone call or send an email, for example -please do not re-enter the classroom until the class has been dismissed.

Audio Lab Rules
The two audio laboratories used in this course are shared with other classes, so they are very much in demand. You may sign up for a maximum of one two-hour block of time per day. Check the posted schedule on the lab doors to determine the available hours. Do not sign up

unless you are certain you will be able to use the time. If you cannot keep a lab appointment, inform the equipment room staff as early as possible to make the time available for someone else. Keep the labs clean. No food or drink is allowed in the audio labs at any time.

Additional Costs:

Students must purchase their own USB flash drives or portable hard drives for backing up their projects in the audio labs. Each student must have a current backup of his/her project at all times. Students may also want to purchase their own headphones for studio use.

Class Schedule

Subjects for classes and project assignments may be changed at the discretion of the instructor. The instructor will strive to give at least a two-day notice of any changes.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JOUR 2800

- Present audio and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Gain familiarity with ethical issues in neutrality and objectivity in coverage of controversial issues.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Relate stories to intended audience.
- Think critically regarding story sources and information gathering.
- Demonstrate an ability to prepare a broadcast on controversial issues, feature stories, sports events, and meeting stories.
- Acquire ability to conduct interviews, gather information in person, by phone, and digitally, as well as conceptualize a story.
- Demonstrate basic audio editing skills.

How assessment of student learning will be met

Awareness
- Become aware of the professional protocol such as story meetings and reporter responsibilities.
- Learn about the importance of audio mixing in video stories.
- Recognize the various genres and formats in radio.

Understanding
- Understand the ethical and professional challenges facing a broadcast journalist today.
- Appreciate the role of social media and the internet in today's broadcast industry.
- Recognize the qualities of what is newsworthy in local and national television news.
- Realize the importance of following the news (local, national, and international.
- Study the principles of effective story telling as it pertains to radio and its' consumers.
- Understand the professional routine of local radio professionals.

Application
- Develop story ideas, setting up interviews, selecting appropriate sources for stories, determining best audio to use, creating content in audio format.
- Meet professional radio workers.
- Give and receive criticism by peers when shows are reviewed collectively in class.
- Create an online portfolio to present audio production, as well as other journalistic/ multimedia skills.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files

or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email
You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the account management website for information about implementing email forwarding. You are required to check your email daily.

Electronic devices
Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

AI/Chat GPT
The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance
Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition
Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity
The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the Office of Student Accountability's website.

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All

creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: https://www.memphis.edu/deanofstudents/crisis/index.php or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.