

# Intro to Radio

JRSM 1800-001

Fall 2020

Class meeting: Monday & Wednesday, 9:10 a.m. to 11:10 a.m.

**Instructor:** Terris "TK" King

**Office:** 324 Meeman Journalism Building

**Office Hours:** Monday and Wednesday, 3 p.m. to 5 p.m. or by appointment

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## COURSE REQUIREMENTS

### Catalog Description

This course is an introduction to the production and performance skills required for basic work in radio. In addition to receiving lab training and instruction, all students will complete regular shifts at the campus radio station.

### Prerequisites

None

### Objectives

The objectives of this course are for students to be able:

1. to improve their voicing and delivery
2. to learn how to write for broadcasting
3. to plan and execute audio productions from concept to finished product
4. to operate the equipment and software in both a studio and remote-field location

### Materials Needed

- Broadcast Announcing Worktext: A Media Performance Guide by Stephenson, Smith, and Beadle, 5<sup>th</sup> edition.
- Equipment: An external hard drive on which to keep your stories

### Classroom format

Lecture/Lab

### Homework & Quizzes

You will regularly have to answer textbook questions at home after reading the chapters. You must turn in the homework by the designated deadline.

## Course Projects

Students will prepare and record various projects and exercises (listed in the class schedule below) designed to demonstrate mastery of the subjects addressed in the textbook and classroom. The projects will require students to learn basic recording techniques using workstations with Adobe software.

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.

## Grading

Produced Projects/Exercises/Quizzes: 70%

Station duties: 30%

## 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.

## 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 two days' notice of any changes.

### Week 1

Introduction to voicing and announcing (Ch. 1)  
Complete a self-evaluation, Project 3, p.18  
History and Employment Outlook  
Key Requirements for Announcers

### Week 2

Audio Performance Environment (Ch. 2)  
Digital audio equipment  
Proper microphone technique  
Recording your first commercial, Project 1, p.37

### Week 3

Vocal Development (Ch. 4)  
Articulation of Sounds  
Exploring Tone, Rate, Pitch and Inflection  
Practice articulation, Project 1, p.80

### Week 4

Performance Development (Ch. 5)  
Developing your media delivery style  
Performance Elements:  
Copy mark and record a script, Project 1, p. 100 (or)  
Practice Inflection, Project 3, p.101

### Week 5

Commercial Announcing (Ch. 6)  
Different forms of Commercials, PSAs and Promotional Announcements  
Analyze and Record a radio commercial, Project 1, p. 120 (or)  
Ad-lib a Radio Commercial, Project 3, p.121

### Week 6

Interviewing (Ch. 7)  
Developing Interviewing Skills  
Record a radio interview, Project 1, p.142

## Week 7

Music Announcing (Ch. 9)  
Becoming an Effective Music Announcer  
Developing a Hot Clock for your Radio Show (Assignment)  
Ad-lib song introductions, Project 1, p.192

## Week 8

Specialty Announcing (Ch. 11)  
Weather, Traffic, Entertainment, etc. announcing  
Record a public service announcement, Project 2, p.238

## Week 9

Legal and Ethical Issues (Ch. 12)

## Week 10

Beginning a Career (Ch. 13)

## Week 11

Review

## Week 12

Final Exam (Final Show)

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, 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
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### Electronic devices

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

### Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students 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. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the

Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating 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, as this is a journalism and strategic media class, students are expected to comply with copyright law 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. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. 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. (*Office of Legal Counsel, October 11, 2018*)

### Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; 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 very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### Deadlines

All deadlines are firm. This is journalism and strategic media. 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.

### AP Style and grammar

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

### Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

### Student support

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

