**SPRING 2015**

**RTD363 Radio and Audio Production**

**Instructors**
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**Course Time:**  
M 12-12:50p, RM 1046  
W 12-2:50p, RM 1016

**Course Objective** – a radio and audio producing survey course; to provide introductory concepts and production opportunities for critical expression and evaluation through words, music, and sound. Students will design, develop, produce and promote various program elements as well as radio programs as solo and group works, which will be assembled/exhibited as radio shows, podcasts and streaming media.

**Learning Outcomes:** *understand/apply sound theory*  
develop critical listening/expression*  
nurture creative expression through radio and related audio arts*  
develop writing and storytelling skills*  
introduce audio production techniques/theory*  
understand/apply specific theory/industry practice and terminology of radio*  
broadcast via traditional/internet/virtual applications*  
participation in virtual remote broadcast (live music)

**363 Course Readings**

Publisher: Focal Press; 2 edition (May 6, 2011)  
ISBN-10: 0240522249  
Kindle: ASIN: B008SA2DU4

Various Readings/Listenings as assigned related to radio. During/outside of class.  
Required: portable storage drive, headphones w/1/4” adapters, portfolio folder, 2-3 CDS.
COURSE OUTLINE - SUBJECT TO REVISION
[Time is provided during class for training and production; but lab time is required outside of class for the majority of the projects]

Working at a radio station, https://www.youtube.com/watch?v=26LvJRSDdlw
Assignment: Bring a show idea to the next class. Start a show blog.

Week Two (1/26, 1/28): First project: The Show/Promo. Create a 30-60 second promo that serves as a promo to introduce you and your show. Come up with a show theme, and then promote it.
Harry Chapin, W.O.L.D., https://www.youtube.com/watch?v=QVh6aOwY08g
A Video History of the American Radio Personality!
https://www.youtube.com/watch?v=s7L98A0aHJo
In lab - Show Treatment/Promo Script due 2/4. (Typed paperwork)

In lab - Introduction to show prep and pre-production, create promo, liners/sweepers. How I Make Radio Sweepers, DJ Drops and Podcast IDs
https://www.youtube.com/watch?v=zSaRc5HJ0Mg
https://www.youtube.com/channel/UCYEiWHoP2IHhgs0aHlo
Check out related web project, http://mightyradio.org/category/documentary/
In lab - Finish promo, liners/sweepers.

Energy, Enthusiasm and Inflection: Working the Voice and Microphone.
In lab - Microphone/voice techniques/Create Show Intro and Close.

Week Six (2/23, 2/25). Feature/News/Sports reports/reviews/interviews.
In lab - Create a 3-5 minute feature/news/sports segment.

Week Seven (3/2, 3/4): "Real" Radio Commercial
Find a real sponsor. Multi-voiced (2 or more voices, not necessarily dialogue, must include at least one sound effect and music; music does not need to run throughout the spot, separate announcer can count as a voice).
In lab - Commercial (1-30 seconds each).
Week Eight (3/9, 3/11): Spring Break
Midterm portfolio/Midterm Paper - both due 3/18, start of lab.

Week Nine (3/16, 3/18): The Concert Promo
Format Link: http://sonicdiy.blogspot.com/
In lab - Concert Promo (1-30, 1-60/90 seconds each).

Week Ten (3/23, 3/25): The Skit. Audio/modern dramatic arts; Creative Editing/Processing. Sound Effects
In lab - Create Radio Skits, 1-2 minute skits

Week Eleven (3/30, 4/1): Creating Ambience. Establishing a setting for your show.
In lab - Create "atmosphere" for your radio show - as talk beds, transitional devices, spoken word pieces/poetry, or of similar nature, 1-2 minutes.

Week Twelve (4/6, 4/8): Creating Demos - Voice-overs & Radio Show
In lab - Create a final portfolio.

Week Thirteen (4/13, 4/15): Guest Speaker/Open Lab [BEA National Conference]

Week Fourteen (4/20, 4/22): Special Topic. Review Due
In Lab - Finish Portfolio.

Week Fifteen (4/27, 4/29): Finish Portfolios

Week Sixteen (5/4, 5/6): Portfolio Exhibition

Final Week: (5/11): Critique Session.

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363 Guidelines: Grading Criteria & Policies

The semester course outline/syllabus is subject to revision pending equipment and other unanticipated facilitation issues.

All projects must be labeled as specified by instructors (full name, type of assignment). All projects must be uploaded on the class server and posted online as specified by the instructor. If you are not sure, ask the instructor. All data left on hard drives may be erased. You must save all files on a backup storage device in case of REVISION.

Exceptions to these guidelines will be made by instructors only. No use of profanity, obscenity, racism, or sexism in any assignment. Classroom and lab conduct must be professional.

Writing for “Radio:” Avoid complex phrases and sentences, Write for the ear, Use adjectives and adverbs sparingly, Use inflection as transitional device (cues) and for mood setting. Be conversational, concise, and yet intelligent in your writing.
Grading Criteria: (Projects subject to revision)
All assignments must be typed (DS, Times 12pt) and presented professionally. Scripts must be included with productions. Late assignments will not receive full credit and may not be accepted. Excused absences only. Late Grades begin at C-, and must be turned in within 10 days unless otherwise agreed.

Grading Scale:
A (1000-1800) Excellent. Can't Be LATE!
B (1799-1600) Very Good. Can't Be LATE!
C (1599-1400) Adequate, Meets requirements.
D (1399-1200) Poor work, some redeeming potential.
F (1199 and below) Failed to meet any of the above criteria.

Student must complete every assignment in order to pass the course; that means you might have earned the total points for a passing grade, but if an assignment has not been fulfilled with a passing grade for any assignment as listed below, you may not pass the course at the discretion of the instructor depending on the circumstances (i.e., excused major absences). Also, 25 point deduction for each unexcused absence; 50 point deduction for not bringing supplies to lab.

Assignments (Total 2,000 Points)

On-Air Unit
Weekly WIDB Show (800 points): Students are required to maintain a weekly show through the semester, for a minimum of 8-10 shows. They will be expected to be part of the WIDB DJ Staff and follow all rules accordingly. They will be evaluated on their attendance, performance, professionalism and improvement via the semester. You will turn in a show prep sheet weekly in lab, preferably prior to your show. You will be awarded up to 200 extra credit points for your involvement in radio promotional events (50 per event), including your own.

Production Assignments (Total 1000 Points)

Midterm Portfolio (600 points): Must include show intro/close, show promo, 2 liners/teasers, 30 second commercial, and 1 feature/news/sports segment. It must also include a one page program description, with title and a summary of the show. The portfolio will be graded in units, as well as an overall portfolio.
Overall presentation: 100 points
Promo: 100 points
(2) Liners/Sweepers: 100 points
Intro/Close: 100 points
Feature/News/Sports segment: 100 points
30 sec. Commercial: 100 points
A blog/web site will accompany your midterm and final portfolio, and will be considered as part of your overall presentation. At midterm, you will be expected to have several blog entries, and some samples of your work at this point. All productions must be accompanied by scripts, which includes the objective and intended audience.

**Final Portfolio (400 points):** The work used in your midterm portfolio may be revised for your final portfolio. Your final portfolio will include the majority of the production from your midterm portfolio. *You can drop 2 production pieces from your midterm portfolio.* However, it must also include the concert promos and skit, as well as an edited aircheck of your show. The final portfolio should be creatively produced to serve as a showcase of your work. All productions must be accompanied by scripts, which include the objective and intended audience. Creativity and Production Values matter - transitions, editing and levels are extremely important. Consider how you will introduce, organize and close your portfolio within your overall production. Your portfolio should represent professional broadcast quality, and themed portfolios will be highly regarded. It must be posted online in sound cloud, and accompanied by a professional blog. Revised production from the midterm portfolio will not be re-graded but will count toward the overall sound of your final portfolio. *There is the option to create a podcast as your final portfolio work,* which would serve as the production (i.e., replacing your edited aircheck, but keeping all the other aforementioned requirements. Ask for guidance and approval on this option.

**Overall Presentation: 200 points** (originality/professionalism/broadcast quality)

Radio Skit: 100 points
Concert Promo: 100 points

**Reading/Writing Assignments (Total 200 Points)**

**Midterm Short Paper (100 points):** Compile 20 points in a 1-2 typed page paper that you applied to your show. These points must have been discussed in the textbook, *Beyond Powerful Radio: A Communicator's Guide to the Internet Age* (Valerie Geller), with special attention to the following chapters.
Section 1 - Radio Content, Overview, Chapters 1-5 (pp. 1-44)
Section 2 - Storytelling, Chapters 17, 18 (Voice)
Section 3 - Performance & Formatics, Chapters 6, 11-13, 15 (Interview)

**The Review (100 points):** Typed 1-2 page review (TV/Movie/Doc) on how radio performs or is perceived in society. Due 4/20.

**Suggested Material for Reviews (not exclusive)**

*Documentaries:*
*Radio Unnameable, Documentary (Bob Fass of WBAI)*
*La Maison De La Radio, Documentary*
*Airplay: The Rise and Fall of Rock Radio*
*Voice Over: The Making of Black Radio*
Movies
* Radio Days, Woody Allen
* Good Morning Vietnam, Robin Williams
* FM
* Talk Radio
* Pirate Radio
* Rock'n'Roll Invaders
* Mr. Rock N Roll: The Alan Freed Story
* The Night That Panicked America
* American Hot Wax
* Talk to Me
* Private Parts (Howard Stern)
* Play Misty for Me

TV Shows
* WKRP Cincinnati
* Frasier
* News Radio

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Personality Radio Resources

A Video History of the American Radio Personality!
https://www.youtube.com/watch?v=s7L98A0aHIo

The Best of Radio and Record's First 15 years part 1
https://www.youtube.com/watch?v=xCl9NyYfP9Q

The Best of Radio and Records First 15 years part 2
https://www.youtube.com/watch?v=2VMZQ9ugBDA

Steve Harvey: The State of Black Radio
https://www.youtube.com/watch?v=cBIXo24QP14

Martin Luther King Speaks to NATRA (full speech-August 1967)
https://www.youtube.com/watch?v=_wxBC11RDwA

Martin Luther King 1967 speech to National Assoc. of TV & Radio Announcers
https://www.youtube.com/watch?v=UHdnMfGtAxM

Alison Steele, The Nightbird
https://www.youtube.com/watch?v=6LUqqueEy-4

Ashley Greco - Top Female Radio Personality of 2012 in Toronto - Top Choice
https://www.youtube.com/watch?v=_vCnHAC03uW0

Laurie DeYoung talks about being a female radio personality.
https://www.youtube.com/watch?v=p4ElfUS0OZc
Building Emergency Response Protocols for Syllabus:
University’s Emergency Procedure Clause:

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guideline pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

**Students With a Disability:**

Instructors and students in the class will work together as a team to assist students with a disability safely out of the building. Students with a disability will stay with the instructor and communicate with the instructor what is the safest way to assist them.

**Tornado:**

During the spring semester we have a **Storm Drill.**

Pick up your belongings and your instructor will lead you to a safe area of the basement. No one will be allowed to stay upstairs. Stay away from windows. The drill should not last more than 10 minutes. You must stay with your instructor so he/she can take roll. Students need to **be quiet in the basement** as the BERT members are listening to emergency instructions on handheld radios and cannot hear well in the basement.

**Fire:**

During the fall semester we have a **Fire Drill.**

Pick up your belongings and your instructor will lead you to either the North or South parking lot depending on what part of the building your class is in. You must stay with your instructor so he/she can take roll. As soon as the building is all clear, you will be allowed to return to class.

**These drills are to train instructors and the Building Emergency Response Team to get everyone to a safe place during an emergency.**

**Bomb Threat:**

If someone calls in a bomb threat, class will be suspended and students will be asked to pick up their belongings, evacuate the building and leave the premises. Do not leave anything that is yours behind. We will not allow anyone back into the building until the police and bomb squad give us an all clear. **DO NOT USE YOUR CELL PHONES.** Some bombs are triggered by a cell phone signal.
Shooter in the Building:

If it is safe to leave, move to a safe area far from the building away from where the shooter is located. If anyone has any information about the shooter, please contact the police after they have gone someplace safe.

If it is not safe to leave, go into a room, lock the door and turn out the lights. Everyone should spread out and not huddle together as a group. Don’t stand in front of the door or in line of fire with the door. Students’ chair and desks should be piled in front of the glass and door as a barricade and the teacher's desk, podium and anything movable can be pushed against the door. This is intended to slow down any attempts to enter the classroom. If it looks like the shooter is persistent and able to enter, make a lot of noise and have the students use everything in their backpacks to throw at the shooter to distract him.

Silence all cell phones after one person in the room calls the police and informs them of their location and how many people are in the room. Be quiet and wait for the police to arrive. The police are looking for one or more shooters, and they have no way of knowing if the shooter is in the room people are hiding in. For this reason, when the police enter the room, no one should have anything in his/her hands and each person MUST raise his/her hands above his/her head.

Earthquake:

In the event of an earthquake, you are advised to take cover quickly under heavy furniture or crouch near an interior wall or corner and cover your head to avoid falling debris. Outside the building are trees and power lines and debris from the building itself that you will need to stay away from. In the building, large open areas like auditoriums are the most dangerous. Do not try to escape on a stairway or elevator. Do not hide under a stairway. We do not recommend that you stand in a doorway because the door could shut from the vibrations and crush your fingers trapping you there.

Rave Mobile Safety Alert System:

We recommend that you sign up for the Rave Mobile Safety Alert System. It is a new system that replaces the WENS system to alert you through emergency text messages on your cell phone and emails for emergencies on campus, weather reports and emergency school closures. You have to sign up. If you were signed up for WENS it does not roll over. You have to sign up for Rave Mobile Safety Alert System. Go to hrss.siu.edu (Human Resources Self-Services System), login with your regular SIU login username and password, click on Personal Information, fill out the information or update the information and save it. For more information, visit dps.siu.edu, contact SalukiTech at 453-5155 or salukitech@siu.edu.

CPR/Defibrillator and First Aid Class:

If you would like to take a CPR/Defibrillator and/or First Aid class, contact LaVon Donley-Cornett, lavong@siu.edu or call 453-7473.

Women's Self Defense Classes are offered to female students faculty and staff by the Department of SIU Public Safety. For more information contact Officer Mary Stark marys@dps.siu.edu.