SPRING 2016
RTD363 Radio and Audio Production
Personality, Sound & Culture!

Instructors
Phylis Johnson, PhD, Professor
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Mondays, 10AM to Noon; Tuesdays, 11AM-2PM
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Course Time: Lecture, M 12-12:50p, RM 1016
Lab, W 12-2:50p, RM 1016

Spring Semester 2016

Martin Luther King, Jr.’s Birthday Holiday Monday, January 18
Semester Classes Begin Tuesday, January 19
Spring Vacation Saturday, March 12, 12:00 Noon through Sunday, March 20
Honors Day, Saturday, April 9
Final Examinations, Monday, May 9 through Friday, May 13
Commencement, Saturday, May 14, 2016

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

Kindle: ASIN: B008SA2DU4

Various Readings/Listening as assigned related to radio. During/outside of class.
Required: portable storage drive, headphones w/1/4" adapters, portfolio folder, 2-3 CDS.

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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]

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_I knew I was an unwanted baby when I saw that my bath toys were a toaster and a radio._ – Joan Rivers.

http://www.brainyquote.com/quotes/keywords/radio.html

_We are put on this earth to have a good time. This makes other people feel good. And the cycle continues._ - Wolfman Jack

http://www.quoteswave.com/text-quotes/160958

_You've got to be a little vicious. You've got to be narcissistic. You've got to be on fire about your career._ – Howard Stern

http://www.quoteswave.com/authors/howard-stern

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Assignment: Bring a show idea to the next class. Start a show blog.

Week Two (1/25, 1/27): 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. Develop your personality with Prep, Pep and Promotion. Styles/formats. 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=s7L98A0aHlo
In lab - Show Treatment/Promo Script due 2/3. (Typed paperwork)

Week Three (2/1, 2/3): The History and Culture of Radio: Part I.
What is Radio? Technically? Culturally?

Radio personality Mary Margaret McBride is often considered the First Lady of Radio. She was born in Paris, Missouri on November 16, 1899. Graduating from the University of Missouri, she earned a journalism degree, and went on to host a radio show in WOR in New York City, eventually joining the CBS radio and other networks.
http://infomory.com/famous/famous-radio-personalities/#ixzz3xcMS5RL1

Smokey Fontaine, Chief Creative Officer, iOne, largest online network dedicated to ‘diversity’ programming topics & content development,
http://newsone.com/author/ionesfontaine/page/5/

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/UCYEiWHoP21HHgjOapTAYMQw

Week Four (2/8, 2/10): The History and Culture of Radio: Part 2.
Audience vs. Community. Finish listening to documentary.
Check out related web project, http://mightyradio.org/category/documentary/
In lab - Finish promo, liners/sweepers.

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If Thomas Jefferson had heard us, he probably would have said, 'We shouldn't have free speech.' – Robin Quivers
http://www.quoteswave.com/text-quotes/265439
When I was a kid, I'd practice Chopin on piano - and I love Chopin! He's my dawg! Then I'd go out on the stoop and blast the radio. I'm from New York, the concrete jungle. Hip-hop influenced me from day one. – Alicia Keys  
http://www.brainyquote.com/quotes/keywords/radio.html

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What WKRP Radio Personality are you?  
http://www.buzzfeed.com/lorilewis/what-wkrp-personality-are-you-1otp#.uqoZKxlGx

I don't set trends. I just find out what they are and exploit them. – Dick Clark  
http://www.quoteswave.com/text-quotes/132040

Demagoguery sells. And therefore radio stations will put it on. But that doesn't mean that you can't do something else and also make it sell. You know, when I look at an Ann Coulter or I look at a Rush or I look at a Sean Hannity, I think to myself, 'What kind of self-image do you have?' – Al Franken  
http://www.brainyquote.com/quotes/keywords/radio.html

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Week Six (2/22, 2/24). Feature/News/Sports reports/reviews/interviews. In lab - Create a 3-5 minute feature/news/sports segment.

Week Seven (2/29, 3/2): "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 (3/7, 3/9): The Concert Promo  
Format Link: http://sonicdiy.blogspot.com/  
In lab - Concert Promo (1-30, 1-60/90 seconds each). Midterm portfolio/Midterm Paper - both due 3/23, start of lab.

Week Nine (3/14, 3/16): Spring Break
Famous DJ Trivia!
http://www.funtrivia.com/playquiz/quiz165351e7bd0.html

In the Top 40, half the songs are secret messages to the teen world to drop out, turn on, and groove with the chemicals and light shows at discotheques. – Art Linkletter
http://www.quoteswave.com/text-quotes/94468

Good evening, ladies and gentleman. My name is Orson Welles. I am an actor. I am a writer. I am a producer. I am a director. I am a magician. I appear onstage and on the radio. Why are there so many of me and so few of you?
http://www.brainyquote.com/quotes/keywords/radio.html

Week Ten (3/21, 3/23): The Skit. Audio/modern dramatic arts; Creative Editing/Processing. Sound Effects
In lab - Create Radio Skits, 1-2 minute skits

In lab - Create "atmosphere" for your radio show - as talk beds, transitional devices, spoken word pieces/poetry, or of similar nature, 1-2 minutes.

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

NYC DJ Wendy Williams Show on TV
http://www.wendyshow.com/
When I moved to Hollywood, one of the first people I ever wanted to meet wasn’t a movie star. It was a disc jockey, it was Casey Kasem. - Ryan Seacrest

http://www.searchquotes.com/search/Disc_Jockey/

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

Week Thirteen (4/11, 4/13): Guest Speaker/Open Lab [BEA National Conference]

Week Fourteen (4/18, 4/20): Special Topic. Review Due
In Lab - Finish Portfolio.

Week Fifteen (4/25, 4/27): Finish Portfolios

Week Sixteen (5/2, 5/4): Portfolio Exhibition

Final Week: (5/9): 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. 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 points deduction for each unexcused absence; 50 points deduction for not bringing supplies to lab. 100 points deduction for missing Final Session for unexcused absence.

**Assignments** (Total 2,000 Points)

**On-Air Unit - Weekly RADIO Show (800 points):** Students are required to maintain a weekly show through the semester, for a minimum of 8-10 shows. You will be evaluated on your 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)** - All productions must be accompanied by scripts, which include the objective and intended audience.  
-**Portfolio (1000 points):** Must include: show intro/close; show promo; liners/teasers; feature/news/sports segment; commercial; skit; concert promo; and scoped and edited aircheck of your show. It must also include a one page program description, with title and a summary of the show and personality statement. The portfolio will be graded in units, as well as an overall presentation  
-**Overall presentation:** 200 points (originality/professionalism/broadcast quality)  
A blog/web site 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.  
-**Intro/Close:** 100 points  
-**Promo:** 100 points  
-**(2) Liners/Sweepers:** 100 points  
-**Feature/News/Sports segment:** 100 points  
-**Commercial:** 100 points  
-**Radio Skit:** 100 points  
-**Concert Promo:** 100 points

**Final words about your Final Portfolio:** 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. *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.
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 on how radio performs or is perceived in society. **Suggested Sources follow (not exclusive).** Due 4/20.
*Documentaries:* Radio Unnameable, Documentary (Bob Fass of WBAI); La Maison De La Radio; Airplay/The Rise and Fall of Rock Radio; Voice Over: Making of Black Radio
*Movies:* Radio Days, Woody Allen; Good Morning Vietnam; FM; Talk Radio; Pirate Radio; Rock'n'Roll Invaders; Mr. Rock N Roll: Alan Freed Story; Night That Panicked America; American Hot Wax; Talk to Me; Private Parts; 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=xCI9NyYfP9Q

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=_wxBCI1RDwA

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

Alison Steele, The Nighthbird
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=_vCnHAO3uW0

Laurie DeYoung talks about being a female radio personality.
https://www.youtube.com/watch?v=p4EfUSO0Zc
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](http://www.bert.siu.edu), Department of Public Safety’s website [www.dps.siu.edu](http://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. Put in your cell phone the SIU Dept. of Public Safety 618-453-3771. If there is a shooter on campus you can call this number to report it. There will be a lot of calls going to 911 and the SIU Police will get your call using 618-453-3771. It is good to have this number listed in your cell phone for all emergencies here on campus.

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 Saluki Net, go to my records tab, under SIUC Personal Records, click on View My SIUC Student Records, Under Main Menu click on Personal Information, click on View and Update Addresses and Phones, in the middle of the page click [Update Addresses and Phones], under phones click Primary: This will take you to Update Addresses and Phones – Update/Insert, under primary phone number for this address put in your cell phone and submit. 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 call the Department of SIU Public Safety 453-3771.