

# Washtenaw Community College Comprehensive Report

## COM 170 Advanced Radio Production Effective Term: Spring/Summer 2017

### Course Cover

**Division:** Humanities, Social and Behavioral Sciences

**Department:** Humanities

**Discipline:** Communications

**Course Number:** 170

**Org Number:** 11520

**Full Course Title:** Advanced Radio Production

**Transcript Title:** Advanced Radio Production

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Course Change

**Change Information:**

**Course description**

**Outcomes/Assessment**

**Objectives/Evaluation**

**Rationale:** Assessment was completed in 2013 but the master syllabus was not updated to reflect the needed changes.

**Proposed Start Semester:** Spring/Summer 2017

**Course Description:** This course builds upon previously acquired skills to give students a greater understanding of the radio industry. Advanced work in editing, programming and production will prepare students for the day-to-day workings of a station, along with a greater understanding of ratings, formats and promotions. Students will also host a one-hour radio show on Orchard Radio, enhancing their live production skills. These combined experiences will give students the knowledge necessary to work in a variety of departments within the industry.

### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

### College-Level Reading and Writing

College-level Reading & Writing

### College-Level Math

## **Requisites**

### **Prerequisite**

COM 150 minimum grade "C"

## **General Education**

## **Request Course Transfer**

### **Proposed For:**

Central Michigan University  
Eastern Michigan University  
Ferris State University  
Grand Valley State University  
Lawrence Tech  
Michigan State University  
Oakland University  
Wayne State University  
Western Michigan University

## **Student Learning Outcomes**

1. Create radio productions, from conception to completion, for air.

### **Assessment 1**

Assessment Tool: COM 170 Production

Assessment Date: Winter 2018

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections will be assessed.

Number students to be assessed: Random sample of 50% of the population if two or more sections are running. All of the population if one section is running.

How the assessment will be scored: The final production will be scored using a departmentally-developed rubric.

Standard of success to be used for this assessment: 70% of the students will score 70% or higher.

Who will score and analyze the data: Instructors (not teaching the assessed course) within the department will score and analyze the data for assessment.

2. Perform live production skills.

### **Assessment 1**

Assessment Tool: COM 170 Live Show

Assessment Date: Winter 2018

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections will be assessed.

Number students to be assessed: Random sample of 50% of the population if two or more sections are running. All of the population if one section is running.

How the assessment will be scored: The final production will be scored using a departmentally-developed rubric.

Standard of success to be used for this assessment: 70% of the students will score 70% or higher.

Who will score and analyze the data: Instructors (not teaching the assessed course) within the department will score and analyze the data for assessment.

3. Define radio terminology.

**Assessment 1**

Assessment Tool: Departmental Exam

Assessment Date: Winter 2018

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections will be assessed.

Number students to be assessed: Random sample of 50% of the population if two or more sections are running. All of the population if one section is running.

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of the students will score 70% or higher.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

**Course Objectives**

1. Produce a variety of productions, for air.
2. Produce and run live radio shows, for air.
3. Edit various radio productions, for air, using advanced editing techniques.
4. Identify productions such as commercials, PSAs, station, show, concert and imaging promos.
5. Identify advanced editing techniques such as panning, reverb, vocal EQ and channel bouncing.
6. Define characteristics of radio formats including rock, urban, CHR, AC and country.
7. Identify radio formats including rock, urban, CHR, AC and country.
8. Identify the programming and promotional campaigns used for radio formats include rock, urban, CHR, AC and country.

**New Resources for Course**

**Course Textbooks/Resources**

Textbooks

Manuals

Periodicals

Software

**Equipment/Facilities**

Level III classroom

Other: TI 127

**Reviewer**

**Action**

**Date**

**Faculty Preparer:**

<i>Dena Blair</i>	<i>Faculty Preparer</i>	<i>Aug 18, 2016</i>
<b>Department Chair/Area Director:</b>		
<i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Aug 19, 2016</i>
<b>Dean:</b>		
<i>Kristin Good</i>	<i>Recommend Approval</i>	<i>Aug 25, 2016</i>
<b>Curriculum Committee Chair:</b>		
<i>David Wooten</i>	<i>Recommend Approval</i>	<i>Nov 28, 2016</i>
<b>Assessment Committee Chair:</b>		
<i>Michelle Garey</i>	<i>Recommend Approval</i>	<i>Dec 06, 2016</i>
<b>Vice President for Instruction:</b>		
<i>Bill Abernethy</i>	<i>Approve</i>	<i>Dec 06, 2016</i>