

Radio Broadcasting 1

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Text: Broadcast Announcing Worktext 4th Edition...ISBN: 0240818601

Course Description/CTE Career Ready Practices:

1. Students will successfully learn and demonstrate the abilities necessary to execute the positions of a Live 'On Air' Radio Station. Tasks include proper announcing, commercial and news writing, recording and editing of news and commercials, conducting interviews, and producing and hosting a live Radio Show.
2. **Act as a Responsible and Contributing Citizen and Employee:** Career-ready individuals understand the obligations and responsibilities of being a member of a community and demonstrate this understanding every day through their interactions with others. They are conscientious of the impacts of their decisions on others and the environment around them, think about the near-term and long-term consequences of their actions, and seek to act in ways that contribute to the betterment of their teams, families, community, and workplace. They are reliable and consistent in going beyond the minimum expectation and in participating in activities that serve the greater good.
3. **Communicate Clearly, Effectively, and with Reason:** Career-ready individuals communicate thoughts, ideas, and action plans with clarity, whether using written, verbal, and/or visual methods. They communicate in the workplace with clarity and purpose to make maximum use of their own and others' time. They are excellent writers; they master conventions, word choice and organization and use effective tone and presentation skills to articulate ideas. They are skilled at interacting with others; they are active listeners and speak clearly and with purpose. Career-ready individuals think about the audience for their communication and prepare accordingly to ensure the desired outcome.
4. **Demonstrate Creativity and Innovation:** Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization. They can consider unconventional ideas and suggestions as solutions to issues, tasks or problems, and they discern which ideas and suggestions will add greatest value. They seek new methods, practices and ideas from a variety of sources and seek to apply those ideas to their own workplace. They take action on their ideas and understand how to bring innovation to an organization.
5. **Employ Valid and Reliable Research Strategies:** Career-ready individuals are discerning in accepting and using new information to make decisions, change practices, or inform strategies. They use a reliable research process to search for new information and evaluate the validity of sources when considering the use and adoption of external information or practices. They use an informed process to test new ideas, information, and practices in their workplace situation.
6. **Utilize Critical Thinking to Make Sense of Problems and Persevere in Solving Them:** Career-ready individuals readily recognize problems in the workplace, understand the nature of the problem, and devise effective plans to solve the problem. They are aware of problems when they occur, quickly take action to address the problem, thoughtfully investigate the root cause of the problem prior to introducing solutions, and carefully consider the options to solve the problem. Once a solution is agreed upon, they follow through to ensure the problem is solved, whether through their own actions or the actions of others.

Goals:

Students will gain a working knowledge of the history of radio broadcasting and its impact on human culture.

Students will gain improved written and verbal communication skills.

Students will be able to create, edit, and produce commercials, news stories, and Live Radio Shows.

Requirements:

- Proper understanding of the English language, ability to speak and announce properly
- The ability to interact with others at work and in public
- The ability to multitask

Required Materials:

Notebook, writing utensil, and occasional use of a cell phone for certain assignments

Grading Policy:

For the first semester of this course, students will be performing worked based mostly on the textbook readings (worksheets, exams, etc.) Students will transition to project-based learning activities during the second semester as they run the radio station. Grades will be calculated on a total points system.

Course Schedule:

Topic	Required Reading
The History of Radio/Early Years	Broadcast Announcing Worktext 4th Edition
The Development of the Announcer/DJ	Broadcast Announcing Worktext 4th Edition
The Addition of FM, and Radios Future	Broadcast Announcing Worktext 4th Edition
Writing successful Radio Commercials	Broadcast Announcing Worktext 4th Edition
Writing successful News Stories	Broadcast Announcing Worktext 4th Edition
Annunciation and Understanding Speech.	Broadcast Announcing Worktext 4th Edition
Understanding the Equipment	
Using the Equipment	
Producing and performing a Radio Show/Program	
Understanding Radio Station positions/Organizational Structure	
Voice Tracking	

Examinations:

Examinations and Quizzes will be given during and following each chapter of completion of the required sections of the textbook. Written Exams will be given during the first nine weeks. Other exams the following weeks will pertain to 'Hands on Work' and knowledge and will be given mostly orally by the instructor. A Final Exam will be given as a combination of written and oral knowledge. A rubric will be provided prior to projects, written exams, or oral assignments.