

## **CST 260 00: CCC Radio**

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### Course Description

This is the credit-based experience for students who want to participate in various ways in CCC online radio.

### Course Objectives and Outcomes

After taking the course, students will learn a variety of skills and information, depending on their choice of role at the station. Among the things they might learn are:

- \*Know about the general history of radio broadcasting in America, including alternative and mainstream radio;
- \*Know about the workings and structure of radio station operations;
- \*Practice announcing skills, and learn to work within specific formats;
- \*Be exposed to professionals in radio both in front of and behind the microphone;
- \*Visit radio stations in the Valley to learn more about local radio station operations;
- \*Learn to create ads, p.s.a.'s, tags, and other radio production content using Adobe Audition, the standard radio production software.

### Required Texts

Connelly, D. (2002). Digital radio production. N.Y.: McGraw-Hill.

Other readings TBA in class.

### Recommended Texts

Keith, Michael C. (2007). *The Radio Station*. Burlington, MA: Focal Press.

Walker, J. (2001). *Rebels on the air*. New York: New York University Press.

Web Articles and Photocopies: Distributed in class if possible. I will announce when such materials are available.

### General Policies and Classroom Conduct

**This class at all times is governed by the rules and provisions of the Cedar Crest Honor Code, as well as the Cedar Crest Classroom Protocol.** It is your responsibility to become aware of these codes and provisions, found in the Customs Book and other campus publications.

On each exam, I will ask you to affirm your commitment to these principles, with a statement like the following: "I fully support the Cedar Crest College Honor Code and the Classroom Protocol code as stated in the Customs Book".

I am asking your help in creating a positive classroom environment for questions, discussion, lecture, and listening. Please give your attention to guest speakers and ask questions when given the opportunity. Please try to be seated before class starts, and not pack-up and/or leave before class is over. If there is a legitimate reason that you can't uphold this request, please ask me about this ahead of time (for example, you must leave early due to a class trip, etc.). If a student cheats during an exam, or is found to have plagiarized material for an assignment, I reserve the right to either fail the student for the assignment or for the class. For more information on the policies of Cedar Crest College on plagiarism, please see the Student Handbook/Customs Book. You are expected to be aware of these policies and your rights and obligations in this regard.

My specific expectations are that students will hand work in on time, and attend class except in cases of illness or emergency. A lot of the learning of the class will occur in open discussion among all of us, so I hope you will make every effort to be here. Remember too that we will be listening to (and watching) a lot of A-V materials and then discussing them, and so I will grade for student participation. This particular course requires sustained listening and evaluation of each others radio shows, so please be quiet while music is playing, or while a video is being shown. Please be courteous to each other when listening to other people's work/presentations.

Finally, students must type all written assignments; make sure to have back up copies.

### Attendance Policy:

Every student can be absent one time without penalty. Each subsequent absence will reduce your attendance score by one grade. If you are ill, you need to have a valid written medical excuse (by your physician) for your absence, in which case no points will be deducted. You must present a valid medical excuse promptly after your return to class. *If a student misses 5 or more sessions, with no valid medical excuse, he or she will be graded an F for the course.*

### Late Work and Missing DJ Slots

If you choose to obtain a credit for DJ'ing a show on CCC Radio, you will need to commit to at least one hour per week of shows. If you cannot make a show, you must find a replacement. If no replacement is available, you must make sure that an older show of yours is played in the automated system during your absence. If you miss a show completely and do none of the above once, your grade for the one-credit can be no higher than a "C". If it happens twice, you will fail and receive no credit for DJ'ing.

You may be called on to play excerpts from your radio show, and other production assignments, to the class for group critique. These critiques, must be done on the date scheduled, because otherwise we will not be able to accomplish all the goals for the semester on time. If you are not prepared for a critique on the day scheduled, and you do not have a medical excuse, you will be allowed to make up that critique next class **ONLY IF TIME ALLOWS**, and you cannot receive better than a "C" for that assignment (your grade will most likely be less; that is the highest possible grade for a late assignment). So, make sure you complete your work on time.

### College Policy Regarding Disabilities:

Students with documented disabilities who may need academic accommodations should discuss these needs with their professors during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

### Expectations for Your Grade

There are three ways to get a credit for this class, totaling to no more than 3 credits per semester.

1. **Deejay.** If you do a show, it has to be a minimum of one-hour per week, starting from the week of September 8 at the latest. You will also:

- A) Be critiqued by the professor at least once prior to mid-term and once again at finals time. You can request a particular show be critiqued. I will discuss criteria for this critique early in the semester.
- B) Submit, at least once, excerpts of your show to the group as a whole for a group critique of your performance/style.
- C) Create at least one station promo and a promo for your own show that is usable. You can do

more, and if you do, it will be considered as extra credit for your grade.

## 2) **Be Part of the Station Management or Station Team.**

Students who are Program Directors, Music Directors, Traffic Managers, Promotion Managers, Production Directors, or other roles in the CCC Radio Club can receive 1 academic credit. Their specific duties will be outlined in the first few weeks of the semester. Other students, however, can also participate in any of these areas by assisting the appropriate officers of the club in these areas (production, promotion, etc.). A total of 15 hours minimum is required to receive a credit as part of the Club/Station Team.

3) **Attend the one-hour meeting on Thurs. at 4-5 p.m.** Every week we will do a variety of activities, including covering performance skills, production skills, history and function of the radio industry, guest speakers and/or field trips, etc. Attendance is required to be awarded this one-credit. Your grade is reduced for every missed meeting in the semester, so that an “A” means perfect attendance, “B” one meeting missed, “C” two meetings missed, “D” three meetings missed, and “F” four or more meetings missed. The exception is for medically-documented illnesses, which are excused.

I reserve the right to add test/quizzes/exams to the grading for this third one-credit option.

Students will be required to present one topic to the group during the meetings as the semester proceeds. Students can work in groups if so desired. Topics may include the following, but others are possible with club advisor approval:

- \*History of Radio
- \*Radio Genres
- \*Specific Radio Personalities and DJ styles
- \*Economics (ratings, etc.)
- \*Future of Radio (affect of internet and other digital technologies)
- \*Regulating Speech on Radio
- \*Other current issues (e.g. ownership regulation, etc.)

## **Tentative Schedule**

*Day*      *Topics*

A 28      Station Organization, Board Functions and Training, Pictures Taken for Website  
            Choosing a weekly slot

S 4        DJ Skills and Performance

S 11 Using Adobe Audition to Make a Promo

S 18

S 25

O 2

O 9

O 16

O 23

O 31

N 6

N 13

N 20

N 27 *No Meeting: Thanksgiving Break*

D4