

Advanced Radio Production
Communication 2560 01, Fall Semester 2006, Dixie State College

Class Schedule: MWF Noon-12:50PM **Location:** EDFAM 119

Instructor: John Campbell, Ph.D.

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Office Hours: MW 10-11:30, TR 1-3 - FAC 106

Course Description: This is the course which gives you hands-on experience managing all aspects of a radio station, KOEZ 105.1 FM, The DISC in the primary areas of programming, promotion, production, and performance. Other DJs are also enrolled in the class to further their radio skills. All students will gain experience that will help you understand and gain experience and skills in radio station operations. This course is designed in part for the managers to meet and discuss issues, concerns and problems as well as engage in organizational planning. I will also give lectures designed to increase our understanding of the elements of a successful radio station.

Course Objectives: Through regular attendance and successful completion of your job responsibilities, you will be able to:

- Develop a management philosophy for the successful operation of a radio station
- Gain management experience supervising radio employees
- Identify and practice key programming and promotion principles
- Improve your production skills
- Gain practical experience working within FCC guidelines as well as ethical responsibilities regarding the social responsibilities of a broadcaster

Attendance: Everyone is expected to attend all classes. A successful radio station is the result of collaboration and contributions from everyone which requires the basic requirement of attendance. You will be allowed three unexcused absences. Managers notify me in advance if you will be unable to attend. You are also expected to consistently be on time and set the standards for all radio station staff.

Class Requirements: A day will be designated each week for a progress report from each manager – what you are working on, what you need, how others can help, your plans and objectives and progress in meeting them. Each semester poses different challenges and I want to retain flexibility in class assignments that can help us meet those challenges successfully.

Disability: If you are a student with a medical, psychological, or learning disability or think you might have a disability and would like accommodations, contact the Disability Resource Center (652-7516) in the Student Services Center. The Disability Resource Center will determine eligibility of the student requesting special services and determine the appropriate accommodations related to their disability.