Department of Mass Communication  
MCM 212.001 Audio Production Techniques  
Spring 2016

Class Meeting Time: TTR 8am-9:15am                              Location: Boynton 105
Instructor: Sherry Williford                                     Phone: 468-1278
Office: Boynton 301D                                            E-mail: swilliford@sfasu.edu
Office Hours: MWF 9a-10a and TR 9:30a-12p, 1p-2p
               Others by Appointment

TEXT: O'Donnell/Benoit/Hausman, Modern Radio Production, 9th Ed.

TAPES: Four Compact Disc-Recordable (CD-R) will be provided.

CATALOG COURSE AND DESCRIPTION: Theory and practice in elementary sound recording for radio, television and film.

PROGRAM LEARNING OUTCOMES (PLOs):

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

RADIO/TV CONCENTRATION (PLOs):

1. Develop technical and creative skills necessary for the production and airing of basic broadcast programs.
2. Cultivate understanding of contemporary broadcast structure, recognize standard production elements, and critically analyze their application.
3. Familiarize students with standard and evolving terminology utilized within the broadcast field.

STUDENT LEARNING OUTCOMES (SLOs):

1. Produce an audition tape as a major project near the end of the course requiring the student to utilize the basic audio production skills taught in the course.
2. Demonstrate mastery of terminology where some exam questions will be embedded in exams for the course.
OBJECTIVES: The student should obtain the following from this course of study:

1. Know the equipment required for audio operations in radio and television and understand their function.

2. Develop skills in the operation of audio equipment used in radio and television.

3. Learn proper microphone techniques for picking up voice and music in studio and at remote locations.

4. Learn professional control operational routines and be able to demonstrate competence as a radio operator.

5. Begin to develop knowledge of and an appreciation for the aesthetic consideration in audio production.

6. Be able to produce and record spot announcements and features at an acceptable level.

7. Gain extensive practice and experience as an audio operator.

8. Learn routine radio station operations in programming, news, and production.

ATTENDANCE: You are expected to attend every class. There will be in-class projects that will affect your grade. If you are not in class, you cannot participate. Class projects and exercises cannot be made up except in case of emergency. Absences must be justified by a written medical or university excuse.

ACADEMIC INTEGRITY (4.1): Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.
DEFINITION OF ACADEMIC DISHONESTY:
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit.
Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Food and Beverages in Academic Areas: Consumption of food or beverages is prohibited in all indoor classrooms and laboratories.

ACCEPTABLE STUDENT BEHAVIOR:
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10.4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

The use of cell phones for any reason in the classroom will not be tolerated.
STUDENTS WITH DISABILITIES (6.1):
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

COURSE REQUIREMENTS:

GRADING:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Grade Scale</th>
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</thead>
<tbody>
<tr>
<td>Airchecks</td>
<td>50 pts.</td>
<td>900-1000 = A</td>
</tr>
<tr>
<td>Mid-term Exam</td>
<td>100 pts.</td>
<td>899-800 = B</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100 pts.</td>
<td>799-700 = C</td>
</tr>
<tr>
<td>On-Air Performance</td>
<td>200 pts.</td>
<td>699-650 = D</td>
</tr>
<tr>
<td>Projects</td>
<td>500 pts.</td>
<td>Below 650 = F</td>
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<tr>
<td>CD-Rom Exercise</td>
<td>25 pts.</td>
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<tr>
<td>NPR Assignment</td>
<td>25 pts.</td>
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COURSE EVALUATION: The course work includes shifts on the radio station, KSAU. The first aircheck is due Thursday, March 10, 2016. The second aircheck is due Tuesday, May 3, 2016.

You must read each chapter of the text for this course. Chapter exams will be given and will be announced in advance.

1. Project 1 ... Produce multitrack recording.
2. Project 2 ... Commercial...PSA...write and produce one 60 second commercial and one 30 second PSA.
3. Project 3 ... Produce a bona-fide news wrap-around.
4. Project 4 ... Audition Tape: This is the project that could get you your first job in radio. Make it good.
TENTATIVE SCHEDULE: Let me stress...this is a tentative schedule and the instructor may at anytime readjust the schedule according to the pace of the class.

01/19 – 01/21 Introduction-Rules/The DJ Chapter 1
01/26 – 01/28 Rules/Regulations & Lab Training
02/02 – 02/04 Lab Training & Console/Mics Chapter 2 & 5

02/09 – 02/11 CDs & Turntables Chapter 3
02/16 – 02/18 Digital Recording Chapter 4
02/23 – 02/25 Electronic Editing Chapter 6
03/01 – 03/03 Recorded & Live Production Chapter 7 & 8

03/08 – 03/10 Mid-Term Aircheck #1 Due – 03/10
03/22 Multitrack Production Chapter 9 Project #1 Due-03/22
03/29 – 03/31 Commercials Chapter 12

04/05 – 04/07 Effects, Drama Chapter 10 & 11 Project #2 Due-04/07
04/12 – 04/14 News Production Chapter 13
04/19 – 04/21 Remotes Chapter 14 Project #3 Due-04/21
04/26 – 04/28 Music Recording Chapter 15

05/03 – 05/05 FCC Rules & Regulations Aircheck #2 Due – 05/03 Project #4 Due-05/05

FINAL EXAM: Tuesday, May 10, 2016 8:00AM-10:00AM