Department of Mass Communication
MCM 376.001 Broadcast Performance
Spring 2016

Class Meeting Time: TTR 11am-12:15pm
Instructor: John-Carlos Estrada
Office: by Appointment
Office Hours: by Appointment
Location: Boynton 105
Phone: 202-550-2890
E-mail: jestrada@ktre.com
Twitter: @Mr_JCE


COURSE DESCRIPTION: Development of the basic skills for effective television and radio announcing, newscasting, and interviewing. Prerequisite: MCM 212. Incidental fee required.

PROGRAM LEARNING OUTCOMES (PLOs):
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize & analyze discipline-appropriate research & communicate information abt 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 & creative skills necessary for the production & 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 & evolving terminology utilized within the broadcast field.

STUDENT LEARNING OUTCOMES (SLOs):
1. Demonstrate the role of broadcast announcer-performer as a commercial announcer, newscaster, commercial producer, and interviewer through produced projects.

2. Show knowledge of the preparation of script; microphone and camera techniques; and adaptation of voice and diction to radio and television announcing and performance through exams for the course.

COURSE OBJECTIVES: To help the student become a more effective communicator through the broadcast medium by providing the student opportunities to experience different reading/speaking situations involved in broadcasting.
Students will:
   --Become familiar with different requirements in vocal delivery styles for various copy material such as commercials, news, interviews, feature material, formal announcing, announcing music, reading human interest/feature copy, and ad-libbing.
   --Become familiar with copy interpretation, phraseology, diction, pronunciation, pacing, and reading conversationally.
   --Gain considerable practical experience in reading broadcast copy for on-air performance.

**COURSE REQUIREMENTS:**

**TEACHING MODE:** Lecture/discussion/record, play-back and evaluate performances.

The course will include an extensive number of daily evaluated copy - reading exercises in all categories of study. Mid-term and final examinations will be practical exercises with greatest emphasis to be placed on the practical demonstrations. Scores from examinations and exercises will be averaged at semester's end for the course grade. Each student is expected to demonstrate a significant improvement in their broadcast performance by the end of the semester.

**ATTENDANCE POLICY:** You are expected to attend every class section. *Missing class means you miss assignments/exercises and that will dramatically affect your grade.* Exercises cannot be made up unless in case of emergency. Absences must be justified by a written medical or university excuse.

**FILING PROJECTS:** You'll sign up for a free Youtube account the first week of class. You'll be required to send me a link to your project via the Youtube website. *If project comes in after the due date, you'll be marked off 5 points per day!*

**GRADING:** Your grade will be determined by your improvement, creative approach to assignments, class participation, performance ability, examination scores, and daily grades.

90 - 100 = A  
80 - 89 = B  
70 - 79 = C  
65 - 69 = D  
Below 65 = F

**PLAYBACKS AND EVALUATIONS:** Most evaluation sessions will include comments from the performer, class members, and the instructor. Comments are always to be constructive. No deliberately demeaning comments are to be made in this class. Professionalism is an important aspect of class participation, and will, therefore, be included in the overall grade.

**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/](http://www.sfasu.edu/disabilityservices/).
**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.

**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 class will not be tolerated.
IMPORTANT UNIVERSITY DAYS:
Tuesday, January 19th – START OF SEMESTER
March 14 - 18 - SPRING BREAK
March 24 - 25 - EASTER HOLIDAY
May 5 – LAST DAY OF CLASS

PROJECT/GRADE STRUCTURE (total - 500 pts):
*** If project comes in AFTER the due date, you’ll be marked off 5 points per day!

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<thead>
<tr>
<th>RADIO SEGMENT</th>
<th>POINTS</th>
<th>DUE DATE</th>
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<tbody>
<tr>
<td>Announcing</td>
<td>25</td>
<td>Mon., Jan. 25th @ noon</td>
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<tr>
<td>Interview Project</td>
<td>25</td>
<td>Mon., Feb. 1st @ noon</td>
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<tr>
<td>Radio Audio Story</td>
<td>100</td>
<td>Mon., Feb 8th @ noon</td>
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<thead>
<tr>
<th>VIDEO SEGMENT</th>
<th>POI NTS</th>
<th>DUE DATE</th>
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<tr>
<td>PSA/Commercial</td>
<td>50</td>
<td>Wed., Feb. 17th @ noon</td>
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<tr>
<td>Video Story #1 w/ standup*</td>
<td>50</td>
<td>Mon., Feb 29th @ noon</td>
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<tr>
<td>Video Story #2 w/ standup*</td>
<td>50</td>
<td>Wed., March 9th @ noon</td>
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<tr>
<th>STUDIO SEGMENT</th>
<th>POINTS</th>
<th>DUE DATE</th>
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<tr>
<td>KTRE Visit Essay</td>
<td>25</td>
<td>Mon., March 28th @ noon</td>
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<tr>
<td>Anchor Read</td>
<td>25</td>
<td>Wed., April 6th @ noon</td>
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<tr>
<td>TV Show (production)</td>
<td>25</td>
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<tr>
<td>TV Show (on-air)**</td>
<td>100</td>
<td>Wed., April 20th or Wed., May 4th @ noon</td>
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<td>Portfolio</td>
<td>25</td>
<td>By Friday, May 6th @ noon</td>
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EXTRA CREDIT:
(available up to 25 pts, talk to me about it)
* MIDTERM
** FINAL
**TENTATIVE SCHEDULE:** Let me stress...this is a tentative schedule, we may re-adjust this schedule.

**WEEK #1**
Tuesday, Jan. 19th - Introduction, **READ:** Chapter 1, 2
Thursday, Jan. 21st - Announcing, **ASSIGNMENT GIVEN:** Announcing (25 pts), **READ:** 3, 4

**DUE:** Announcing Assignment (link), Monday, Jan. 25th at NOON

**WEEK #2**
Tuesday, Jan. 26th - Voice & Diction, **REVIEW:** Announcing Assignment, **READ:** Chapter 8
Thursday, Jan. 28th - Interviews, **ASSIGNMENT GIVEN:** Interview Project (50 pts)

**DUE:** Interview Project (bio/questions), Monday, Feb. 1st at NOON

**WEEK #3**
Tuesday, Feb. 2nd - Interviews, **REVIEW:** Interview Project, **READ:** Chapter 5, 9
Thursday, Feb. 4th - Radio News, **ASSIGNMENT GIVEN:** Radio Audio Story (50 pts)

**DUE:** Radio Audio Story (link), Monday, Feb. 8th at NOON

**WEEK #4**
Tuesday, Feb. 9th - Radio News, **REVIEW:** Radio Audio Story, **READ:** Chapter 7
Thursday, Feb. 11th - Commercials & PSA's, **ASSIGNMENT GIVEN:** PSA/Commercial (50 pts)

**WEEK #5**
Tuesday, Feb. 16th - WORK DAY, NO CLASS
**DUE:** Commerical & PSA's (link), Wednesday, Feb. 17th at NOON
Thursday, Feb. 18th - Radio News, **REVIEW:** Radio Audio Story, **READ:** Chapter 6

**WEEK #6**
Tuesday, Feb. 23rd - Performance/Pitch Meeting, **ASSIGNMENT GIVEN:** Video Story w/ standup (50 pts)
Thursday, Feb. 25th - WORK DAY, NO CLASS

**DUE:** Video Story #1 (link), Monday, Feb. 29th at NOON

**WEEK #7**
Tuesday, March 1st - Performance, Reporter Speaker Visit, **REVIEW:** Video Story w/ standup #1
Thursday, March 3rd - Performance, Pitch Meeting, **ASSIGNMENT GIVEN:** Video Story #2 (50 pts)

**WEEK #8**
Tuesday, March 8th - WORK DAY, NO CLASS
**DUE:** Video Story #2 (link), Wednesday, March 9th at NOON
Thursday, March 10th - Performance, **REVIEW:** Video Story w/ standup #2, SIGN UP FOR KTRE VISIT
~SPRING BREAK~

WEEK #9
Tuesday, March 22nd - NO CLASS, FIELD TRIP DAY, READ: Chapter 6 (TV Performance)
>> We’ll visit the KTRE Studio & watch the 10 p.m. newscast. You can pick either Monday, March 21, Tuesday, March 22nd, or Wednesday, March 23rd. (KTRE Visit 25 pts)

DUE: KTRE Visit Essay (word doc), Monday, March 28th at NOON

WEEK #10
Tuesday, March 29th - TV Performance, Ad-libbing (speaker), READ: Chapter 10
Thursday, March 31st - Television News, Anchor Speaker Visit, ASSIGNMENT GIVEN: Anchor Read Scripts (25 pts)

WEEK #11
Tuesday, April 5th - Anchor Reads in studio
DUE: Anchor Read (link), Wednesday, April 6th at NOON
>> Students will cut their best anchor read and send me a link - so I can grade it!
Thursday, April 7th - REVIEW: Anchor Reads/ Pitch Meeting for TV Show #1

WEEK #12
Tuesday, April 12th - Practice for TV Show #1
Thursday, April 14th - Record TV Show #1 - group 1

WEEK #13
Tuesday, April 19th - Record TV Show #1 - group 2
DUE: TV Shows #1 (link), Wednesday, April 20th at NOON
Thursday, April 21st - REVIEW: TV Shows #1 / Pitch Meeting for TV Show #2

WEEK #14
Tuesday, April 26th - Practice for TV Show #2
Thursday, April 28th - Record TV Show #2 - group 1

WEEK #15
Tuesday, May 3rd - Record TV Show #1 - group 2
DUE: TV Shows #2 (link), Wednesday, May 4th at NOON
Thursday, May 5th - REVIEW: TV Show #2 (LAST DAY!!!)
DUE BY: Portfolio (link), Friday, May 6th at NOON