

COM435 Advanced Audio Production
Spring 2014
T 2:00-2:50 p.m. – Cabrillo 102

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Learning Outcomes:

By the end of the semester, students will be able to:

- Evidence organizational and programming skills by producing a weekly talk show on Point Radio.
- Demonstrate abilities in creative audio production by writing, designing and producing radio program promos and a commercial.
- Apply knowledge of remote broadcasts by designing and conducting shows in a location other than the radio station.
- Analyze radio listenership of target audience and make appropriate programming changes to the talk show.
- Apply ethics principles to the production of a radio talk show.

Required Text:

There is no required textbook for this course.

General Course Requirements:

- Students enrolled in this course will commit to a weekly Point Radio talk show.
- All assignments must be submitted to Canvas before the beginning of class on the date indicated in the syllabus. Assignments that are late or submitted in any other manner than noted above will not be accepted and will receive zero points. Written assignments must be typed, double space. Grammar, sentence structure, format, and spelling will be included in the grading of all written work.
- Talk show plans are due the Tuesday prior to the show to allow for feedback. Team members will receive the same score for show plans.
- Production, self critique and writing projects are all individual work. Talk shows and remotes are team efforts, but critiques must be written and submitted by each individual student.
- Three editing workstations, mics and headsets are available for your use on a reserved basis through the TV station. Because audio workstations are shared with other classes, plan ahead and schedule production and editing time early. Editing stations are only available at posted days and times that coincide with the days and times the TV station is open. The inability to secure equipment or editing time due to lack of planning is not an excuse for not completing an assignment. Portable digital audio recorders are also available for check-out in the TV studio. Use the sign-up sheets on the bulletin board in the hallway outside Point Radio for scheduling editing time and the sign-up sheets on the bulletin board outside the TV studio for reserving mics, headsets and portable recorders.
- Student projects will be played in class for group discussion and shared with future classes as examples.

Attendance:

- Attendance will be taken in all classes. For purposes of grading in this class, students will be allowed absences (for any reason) equal to one week's class sessions. Students exceeding the allowable absences will be penalized 1% point for each extra absence. These points will be deducted from the student's final grade percentage.
- As noted in the university catalog, students who miss 10% of class sessions will be reported to the Vice Provost of Academic Administration. Missing 20% of class sessions will result in the student being de-enrolled from this course. This rule will be strictly enforced.
- The communication industry is time sensitive. Professionals in this business succeed or fail depending on their ability to meet deadlines and follow through on their commitments. Now is an excellent opportunity to develop good habits. With this in mind, students are expected to be on time to class.
- Attendance in class means that you are fully attending to the course. Students, who choose to read the paper, use their cell phone, engage in irrelevant and disruptive conversations, study for their next class, etc... will be counted as absent for that day. There are no exceptions to this policy, so please do not ask.
- In the event that you miss class, will be expected to get notes, handouts, and assignments from someone in class. **Do NOT ask me for notes.** You are responsible for missed material and should try to make a friend or two in this class that you can count on.
- It is the student's responsibility to maintain his or her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university), not the instructor. Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may result in a grade of F on the official transcript.

Technology Policy

Personal computers are permitted for taking notes. However, cell phones are not allowed during class. Making audio or video recordings of class sessions are not allowed. Students may not mass distribute any course materials or content in any form (print or online) without permission of the instructor.

Notice to Students with Disabilities

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation with the Disability Resource Center (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual learning needs of the student. This policy assists the University in its commitment to full compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities (ADA) Act of 1990, and ADA Amendments Act of 2008, all of which prohibit discrimination against students with disabilities and guarantees all qualified students equal access to and benefits of PLNU programs and activities.

Academic Dishonesty

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As stated in the university catalog, "Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Such acts include plagiarism, copying of class assignments, and copying or other fraudulent behavior on examinations. Essentially, if you turn in work that is another

person's work, without giving credit to the original person, it is plagiarism and is punishable by an automatic failing grade in this class (see PLNU's Academic Policies for more details).

FERPA Policy

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by distributing all grades and papers individually. Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See Policy Statements in the undergrad student catalog.

Changes to Syllabus:

The instructor reserves the right to make amendments, additions or deletions to this syllabus. It is each student's responsibility to stay current and be aware of any changes.

Grading

Grades are based on the point system listed below. This enables students to keep track of their total score and to estimate their grade at any point in the semester.

Talk show proposal	20 pts.
Talk show promos	30 pts.
Commercial design and production	75 pts.
Demo production	50 pts.
Podcasts and blog postings	75 pts.
Audience research projects	100 pts.
Weekly talk show critiques	150 pts.
Total points possible	500 pts.

Grading Scale			
470-500	A	370-384	C
450-469	A-	350-369	C-
435-449	B+	335-349	D+
420-434	B	320-334	D
400-419	B-	300-319	D-
385-399	C+	0-299	F

Course Calendar

Jan 21

Topic: Syllabus; Introduction to talk shows

Jan 28

Topic: Legal and ethical issues in talk shows; Conducting talk show interviews

Due: Talk show proposal due (20 pts.)

Feb 4

Topic: Conducting listener research

Due: Talk shows start this week

Talk show promos due (30 pts.)

Feb 11

Topic: Getting and maintaining an audience; Blogging and social media

Due: Listener research due (50 pts.)

Talk show self critique (15 pts.)

Feb 18

Topic: Handling call-ins and Telos orientation

Due: Talk show self critique (15 pts.)

Feb 25

Topic: Remote broadcasts and equipment orientation
Due: Talk show self critique (15 pts.)

Mar 4

Topic: Podcasts
Due: Remote broadcast #1 this week
Talk show self critique (15 pts.)

Mar 18

Topic: Talk show discussion
Due: Remote broadcast #1 self critique (15 pts.)

Mar 25

Topic: Producing commercials
Due: Talk show self critique (15 pts.)

Apr 1

Topic: Script review session
Due: Commercial script (25 pts.)
Talk show self critique (15 pts.)

Apr 8

Topic: Producing demos
Due: Remote broadcast #2 this week
Talk show self critique (15 pts.)

Apr 15

Topic: Listen to commercials and critique
Due: Commercial production rough (25 pts.)
Remote broadcast #2 self critique (15 pts.)

Apr 22

Topic: Successful programming; Programming sources
Due: Final commercial production (25 pts.)
Talk show self critique (15 pts.)

Apr 29

Topic: Research findings discussion
Due: Listener research due (50 pts.)

Week of May 5

Demo due to Canvas by 2 p.m. (50 pts.)

NOTE: Please make sure your vacation travel plans accommodate your final exam schedule. There are no exceptions.