

# RADIO & TELEVISION (R-TV)

## R-TV 01 Introduction to Electronic Media

**3 Units** (Degree Applicable, CSU)  
Lecture: 54

History, structure, function, economics, content, and evolution of radio, television, film, the Internet, and new media. Includes the social, political, regulatory, ethical, and occupational impact of the electronic media.

## R-TV 02 On-Air Personality Development

**3 Units** (Degree Applicable, CSU)  
Lecture: 54

**Corequisite:** R-TV 11A (*May have been taken previously*)

Developing personality, style, and voice for work along with an understanding of the business for all areas of the industry, including disc jockey, newscaster, sportscaster, voice-over artist, and voice-tracking. Developing content for on-air shows. Review the basics of the production studio and its components.

## R-TV 03 Sportscasting and Reporting

**1.5 Units** (Degree Applicable)  
Lecture: 27

**Corequisite:** R-TV 11A (*May have been taken previously*)

Sportscasting, interviewing, reporting, and play-by-play for radio and television. Legalities and ethics of covering sports and techniques for working with professional sports teams and equipment technicians. Practical experience will be provided through coverage of Mt. SAC's athletic teams.

## R-TV 04 Broadcast News Field Reporting

**3 Units** (Degree Applicable)  
Lecture: 54

**Corequisite:** R-TV 01 and R-TV 05 and R-TV 11A (*May have been taken previously*)

Techniques used to research and cover a variety of news events including working with police and other emergency personnel, interviewing techniques and story developments. Emphasis will be placed on legal and ethical issues concerning news coverage.

## R-TV 05 Newswriting for Audio Media

**3 Units** (Degree Applicable, CSU)  
Lecture: 54

Writing, editing and reporting news for the audio media. Emphasis on factual and concise content and the ability to work under deadline.

## R-TV 06 Broadcast Traffic Reporting

**1.5 Units** (Degree Applicable)  
Lecture: 27

**Advisory:** R-TV 01

Preparation and delivery of traffic reports for radio and television, including anchored and airborne reports. Includes history and development of techniques involved in radio and television traffic reporting through lecture and hands-on practice. Interpretation and reading of police codes as they relate to traffic, accidents, and emergency situations including broadcast rules and liabilities as they apply to traffic reporting.

## R-TV 09 Media Sales and Promotion

**3 Units** (Degree Applicable)  
Lecture: 54

Strategies and legalities for creating commercial campaigns for media including demographic targeting, marketing strategies, and copywriting. Includes creation of contests and promotional campaigns.

## R-TV 10 Audio Media Programming and Producing

**3 Units** (Degree Applicable)  
Lecture: 54

Programming, management, and producing techniques for audio media formats such as podcasting, streaming and radio broadcasting.

## R-TV 11A Beginning Audio Media Production

**3 Units** (Degree Applicable, CSU)  
Lecture: 54

**Advisory:** R-TV 01

Operation of standard audio media production equipment for both tape-based and digital production utilizing various editing software technologies. Production skills concentrate on the use of voice, music, and sound effects as applied to a variety of media elements. Promotes representation of race/ethnicity, gender, class, sexual orientation and ability. Class and gender are represented in both historic and contemporary media.

## R-TV 11B Advanced Audio Media Production

**3 Units** (Degree Applicable, CSU)  
Lecture: 54

**Prerequisite:** R-TV 11A

Techniques in non-linear recording, editing, and mixing utilizing various audio editing software technologies as these skills apply to a variety of applications in the broadcasting industry. Develop mastery of the concepts and skills required to work in a professional audio media studio environment.

## R-TV 14 Media Aesthetics

**3 Units** (Degree Applicable, CSU)  
Lecture: 54

**Prerequisite:** Eligibility for ENGL 1A or ENGL 1AH or ENGL 1AM or AMLA 1A

Media aesthetics for film, television, and other filmed entertainment. Examines the broad subject areas of form, content, aesthetics, meaning, cinematic history, and culture. Explores the diverse possibilities presented by the cinematic art form through an examination of a wide variety of productions, national cinemas, and film movements. Topics include modes of production, narrative and non-narrative forms, visual design, editing, sound, genre, ideology, and critical analysis. Stresses critical, theoretical and practical analysis. Material is presented from a producer and artist point of view and is intended for those pursuing a career in film, television, and other electronic visual media.

## R-TV 15 Broadcast Law and Business Practices

**3 Units** (Degree Applicable)  
Lecture: 54

**Corequisite:** R-TV 01 (*May have been taken previously*)

The broadcasting industry as a business. Legal and Federal Communications Commission (FCC) regulatory issues in broadcasting, new and emerging media, as well as unions, contracts, negotiations, residuals, and mergers.

**R-TV 17 Introduction to Podcasting****3 Units** (Degree Applicable)

Lecture: 54

Introduction to podcasting, including programming, announcing, promotions, and legal and copyright issues through the creation of an actual podcast.

**R-TV 18 Introduction to Screenwriting****3 Units** (Degree Applicable, CSU)

Lecture: 54

**Prerequisite:** *Eligibility for ENGL 1A*

Screenwriting for television and motion picture production. Includes characterization, visualization, structure, and form.

**R-TV 19A Beginning Video Production****3 Units** (Degree Applicable, CSU)

(May be taken for option of letter grade or Pass/No Pass)

Lecture: 36 Lab: 54

**Advisory:** *R-TV 14*

Video production focused on in-studio and on-location single camera film-style production techniques. Introduction to the theory and best practices in the disciplines of digital cinematography, lighting for film and television, dialogue audio recording, in addition to mixing dialogue against sound effects and music. Directing narrative content. Editorial skills development using non-linear editing applications. Production of short-form narrative style content.

**R-TV 19B Advanced Video Production****3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

**Prerequisite:** *R-TV 19A*

Focus on the aesthetics in single camera film style production for Film, Television and Streaming platforms. Continuing training in directing, cinematography, sound recording and design, editing and post-production. Topics covered include: script and story development, pre-visualization, storyboards, production design, formulating look books, crafting shooting schedules and script breakdowns and stripboards. Hands on operational training with production equipment inventory during structured lab production projects.

**R-TV 20 Beginning TV Studio Production****3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

Studio centric course in beginning multi-camera television production. Focus on the production of sitcoms, variety comedy, dramatic and information based programming. Hands on training with production equipment resources such as: production switchers, camera systems in a studio configuration; multi-channel audio mixing consoles, graphic engines, video servers used for capture and playback, dmx based dimmers and studio lighting instruments. Overview of production documentation requirements including scripts, rundowns and technical routines. Training in the positions of director, technical director, associate director, audio mixer, camera operator, floor director and graphics operator.

**R-TV 21 Remote Multicamera Production****3 Units** (Degree Applicable)

Lecture: 36 Lab: 54

**Prerequisite:** *R-TV 19A*

Remote video production using both multi-camera and single-camera techniques. Instruction in remote production truck setup, shooting live sports, and other events.

**R-TV 22 Editing for Film and Television****3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

**Prerequisite:** *R-TV 19A*

Focus on the workflow, principles, and aesthetics in editing content. This includes documentaries, commercials, music videos, episodic television, and feature films. In-depth training utilizing standard film and television industry non-linear editing software and backend shared storage technologies. Survey of current non-linear editing applications, systems configurations, and topologies. Survey on the roles and responsibilities of the craft editor, post production supervisor and the requisite skill sets necessary to enter the post production industry.

**R-TV 23 Reality Show Production****3 Units** (Degree Applicable)

Lecture: 36 Lab: 54

In-depth training centering on the production process and show formulation of reality type show programming for streaming, broadcast and cable network distribution. Students will follow the thread of production from idea/concept, pitch, production, post-production and sale/distribution of the content. This lecture and lab course will give you hands-on instruction in camera system setup for acquisition, both single and multi-camera production, lighting techniques for interviews and wrap arounds. Wired and wireless microphones and digital audio recorders used in acquisition. In post-production, introduction to string outs, producer's story screeners and cutting the episode from first assembly to the network cut of the show.

**R-TV 24 American Film History****3 Units** (Degree Applicable, CSU)

Lecture: 54

**Prerequisite:** *Eligibility for ENGL 1A or ENGL 1AH or ENGL 1AM or AMLA 1A*

History of American film and the extraordinary filmmakers who crafted them from the 1920's to the present. This is a journey from the birth of the American film industry and how it has changed through history to present day. Topics include: Women film pioneers to modern day creatives, the beginning and end of the Hollywood studio system, the depiction of minorities from early cinema to today and the impact on how streaming has changed present day business models for the production and distribution of films.

**R-TV 25 World Cinema****3 Units** (Degree Applicable, CSU)

Lecture: 54

**Prerequisite:** *Eligibility for ENGL 1A or ENGL 1AH or ENGL 1AM or AMLA 1A*

Worldwide cinema history and current global cinema trends. Growth of cinema in key countries from their beginnings to the present day. Both national and multinational co-productions are explored. Provides critical methodology and practical tools for examining and interpreting international film movements and genres.

**R-TV 28 Introduction to Writing for Electronic Media****3 Units** (Degree Applicable, CSU)

Lecture: 54

**Prerequisite:** *Eligibility for ENGL 68*

Writing for cinema and electronic media. Conceptualization, structure, and writing dramatic and non-dramatic scripts for cinema, television, radio and new media platforms. This course promotes representation of race/ethnicity, gender, class, sexual orientation and ability. Class and gender as represented in both historical and contemporary media.

**R-TV 29 Introduction to Audio Production for Film and Television****3 Units** (Degree Applicable, CSU)

Lecture: 36 Lab: 54

Audio production for television, theatrical film and streaming platforms. Hands on practicals capturing dialogue utilizing film production specific digital sound recording equipment. Post production requirements for sound track mixing utilizing digital audio workstation software/hardware. Audio specifications for deliverables. In-depth instruction in sound design and world creation.

**R-TV 32 Social Media in Broadcasting****3 Units** (Degree Applicable)

Lecture: 54

Creating compelling online content and properly using social media to engage and grow an audio or television audience. An emphasis on social media presence through branding and how broadcast companies and performers use social media to compete in the new media marketplace.

**R-TV 35 Pop Culture in the Media****3 Units** (Degree Applicable)

Lecture: 54

Examines American Pop Culture and its various forms as it applies to the 1920s through the 2000s through the major fads and follies of those decades as reflected in and influenced by radio, TV, and film.

**R-TV 36 Beginning Commercial Voice-Overs****3 Units** (Degree Applicable)

Lecture: 54

Development of voices for radio and television commercials, character voices, narrations, and animation. Also covers auditioning, working with agents and agencies, and understanding voice-over contracts.

**R-TV 41A Beginning Video Engineering****3 Units** (Degree Applicable)

Lecture: 36 Lab: 54

Formerly R-TV 41

Video engineering for single and multi-camera production systems, post-production systems, and digital content delivery both live (via Over the Air or Streaming) and video on demand business models. Covers the roles and responsibilities of the engineer in charge, technical manager and operations supervisor, and maintenance engineer. Scope of topics include: broadcast and digital cinema camera systems, system design for single and multi-camera productions, digital video capture appliances, video compression standards, system trouble-shooting, signal quality assurance, and standards.

**R-TV 41B Advanced Video Engineering****3 Units** (Degree Applicable)

Lecture: 36 Lab: 54

**Prerequisite:** *R-TV 41A*

Video systems integration and installation best practices. Hands on vocational training regarding digital video equipment installation, termination, configuration, and functionality testing. System end to end testing of signal and workflows. Course designed to give practical experience in complex production systems stand-up and building for use in live streaming and capture content production.

**R-TV 42 Assistant Editing for Film and Television****3 Units** (Degree Applicable)

Lecture: 36 Lab: 54

**Prerequisite:** *R-TV 22*

Course provides job training and the skill sets required for the position of Assistant Editor in the post-production industry. This Avid centric course includes in-depth training regarding editing workstation architecture and trouble shooting, Avid Nexis shared storage environments and topologies. Understanding of on-set protocols, workflows and working with digital imaging technician, script supervisor and assistant camera. Overview of hardware and software choices available for non-linear editing workstations.

**R-TV 96A Beginning Campus Radio Station Lab: Studio Procedures and Equipment Operations****1-2 Units** (Degree Applicable)

Lab: 54-108

**Corequisite:** *R-TV 01 and R-TV 11A (corequisite courses may have been taken previously)*

Basic operation of the college radio stations. Activities focus on studio equipment operation, automated broadcasting, and station procedures. Suitable for students interested in both on-air and behind-the-scenes employment.

**R-TV 96B Intermediate Campus Radio Station Lab: On-Air and Behind-the-Scenes Skills****1-2 Units** (Degree Applicable)

Lab: 54-108

**Prerequisite:** *R-TV 96A*

Participation in the college radio stations. Activities focus on developing disc jockey (DJ), news anchor, and news reporter skills for students interested in on-air positions and music selection, as well as production and programming for students interested in behind-the-scenes careers.

**R-TV 96C Advanced Campus Radio Station Lab: Program Hosting and Management Skills****1-2 Units** (Degree Applicable)

Lab: 54-108

**Prerequisite:** *R-TV 96B*

Participation in the college radio stations including individual show creation and execution as well as management skills.

**R-TV 99 Special Projects in Broadcasting and Entertainment Industry**

**3 Units** (Degree Applicable)

Lecture: 54

**Prerequisite:** *R-TV 01 and completion of any six R-TV course units.*

Offers students the opportunity to explore the discipline in greater depth. Instructor authorization needed prior to enrollment. The content of each course and the methods of study vary from semester to semester and depend on the particular project under consideration. Students repeating this course will make individual contracts of a more advanced nature with the instructor to make sure that proficiencies are enhanced.

**R-TV 100 Work Experience in Film and TV**

**1-3 Units** (Degree Applicable)

(May be taken for option of letter grade or Pass/No Pass)

**Prerequisite:** *Completion of 12 units of R-TV courses, from among the following: R-TV 18, R-TV 19A, R-TV 19B, R-TV 20, R-TV 21, R-TV 22, R-TV 23, and R-TV 29. Compliance with Work Experience regulations as designated in the College Catalog.*

Real-world on-the-job work experience working in the Film, Television or Media production. Students have the option of either working on production crews for on-campus projects and/or at an approved off-campus work site. A minimum of sixty (60) unpaid or seventy-five (75) paid hours of supervised work is required for each unit of credit.

**R-TV 101 Work Experience in Audio Media**

**1-2 Units** (Degree Applicable)

(May be taken for Pass/No Pass only)

Lab: 60-150

**Prerequisite:** *R-TV 01 and R-TV 11A and R-TV 15 and R-TV 96A and Compliance with Work Experience regulations as designated in the College Catalog.*

On-the-job experience at an approved work site in the audio media industry. A minimum of 60 unpaid or 75 paid hours of supervised work is required for each credit.