

RADIO BROADCASTING: ON THE AIR (AS DEGREE S0605)

Arts Division Degree S0605

The Radio Broadcasting On-The-Air degree is designed to prepare students for an entry-level job in performance areas of the broadcasting industry, including disc jockey, news anchor, sportscaster, and commercial voice-overs. Students also receive instruction in the business side of the industry and can further customize their program by selecting from a variety of courses.

This degree requires the completion of General Education coursework plus the following:

Required Courses

Course Prefix	Course Name	Units
R-TV 01	Introduction to Electronic Media	3
R-TV 02	On-Air Personality Development	3
R-TV 05	Radio-TV Newswriting	3
R-TV 11A	Beginning Radio Production	3
R-TV 15	Broadcast Law and Business Practices	3
R-TV 17	Introduction to Podcasting	3
R-TV 36	Beginning Commercial Voice-Overs	3
R-TV 38	Radio Broadcasting Rules and Regulations	1.5
R-TV 96A	Beginning Campus Radio Station Lab: Studio Procedures and Equipment Operations	1
R-TV 96B	Intermediate Campus Radio Station Lab: On-Air and Behind-the-Scenes Skills	1
R-TV 96C	Advanced Campus Radio Station Lab: Program Hosting and Management Skills	1
R-TV 97A	Radio and Entertainment Industry Seminar	1
R-TV 97B	Radio/Entertainment Industry Work Experience	1
Required Electives		
Choose six units from the following:		6
R-TV 03	Sportscasting and Reporting	
R-TV 04	Broadcast News Field Reporting	
R-TV 06	Broadcast Traffic Reporting	
R-TV 09	Broadcast Sales and Promotion	
R-TV 10	Radio Programming and Producer Techniques	
R-TV 11B	Advanced Radio Production	
R-TV 13	Interview, Talk, and Community Affairs Programming	
R-TV 31	History of Radio DJs	
R-TV 32	Social Media in Broadcasting	
R-TV 35	Pop Culture in the Media	
R-TV 37	Advanced Voice-Overs Techniques	
R-TV 39	Social Media and Online Ethics	
R-TV 99	Special Projects in Broadcasting and Entertainment Industry	
R-TV 101	Work Experience in Broadcast Entertainment	
Total Units		33.5

Program Learning Outcomes

Upon successful completion of this program, a student will be able to:

- Work as a DJ or newscaster on a commercial radio station.
- Use the studio equipment to record and edit a pre-recorded piece.
- Plan, set-up, and perform a radio station remote as an on-air personality.
- Use social media during a live radio show to engage with the audience.
- Operate the studio equipment required for a live radio broadcast.

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program..