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

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 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 1 R-TV 04 Broadcast News Field Reporting 1 R-TV 09 Broadcast Sales and Promotion 1 R-TV 10 Radio Programming and Producer Techniques 1 R-TV 11 Advanced Radio DJs 1 R-TV 31 Interview, Talk, and Community Affairs 1 R-TV 32 Social Media in Broadcasting 1 R-TV 33 Sportscasting 1 R-TV 34 Advanced Voice-Overs Techniques 1 R-TV 35 Pop Culture in the Media 1 R-TV 37 Advanced Voice-Overs Techniques 1 R-TV 39 Social Media and Online Ethics 1 R-TV 39 Special Projects in Broadcasting and Entertainment Industry 1 R-TV 99 Special Projects in Broadcast Entertainment 1 R-TV 101 Work Experience in Broadcast Entertainment	Course Prefix	Course Name	Units
R-TV 05 Radio-TV Newswriting 3 R-TV 11A Beginning Radio Production 3 R-TV 115 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 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 09 Broadcast Sales and Promotion R-TV 10 Radio Programming and Producer Techniques R-TV 11 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 39 Special Projects in Broadcasting and Entertainment Industry	R-TV 01	Introduction to Electronic Media	3
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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 32	Social Media in Broadcasting	
R-TV 39 Social Media and Online Ethics R-TV 99 Special Projects in Broadcasting and Entertainment Industry	R-TV 35	Pop Culture in the Media	
R-TV 99 Special Projects in Broadcasting and Entertainment Industry	R-TV 37	Advanced Voice-Overs Techniques	
Entertainment Industry	R-TV 39	Social Media and Online Ethics	
R-TV 101 Work Experience in Broadcast Entertainment	R-TV 99		
	R-TV 101	Work Experience in Broadcast Entertainment	

Radio Broadcasting Website (http://www.mtsac.edu/radio/)

33.5

Total Units

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..