

# RADIO & TELEVISION (R-TV)

## R-TV 01 Introduction to Electronic Media

**3 Units** (Degree Applicable, CSU)

Lecture: 54

Prerequisite: Eligibility for ENGL 68

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 Radio-TV Newsriting

**3 Units** (Degree Applicable, CSU)

Lecture: 54

Writing, editing, reporting radio and TV news, and utilizing the Associated Press Wire Service. Emphasis on factual and concise content and the ability to work under deadline. Students provide newscasts for the campus radio stations.

## 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 Broadcast Sales and Promotion

**3 Units** (Degree Applicable)

Lecture: 54

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

## R-TV 10 Radio Programming and Producer Techniques

**3 Units** (Degree Applicable)

Lecture: 54

Programming, management, and producing techniques for various radio station formats such as music, news, talk, and sports.

## R-TV 11A Beginning Radio Production

**3 Units** (Degree Applicable, CSU)

Lecture: 54

Advisory: R-TV 01

Operation of standard radio production equipment for both tape-based and digital production utilizing various audio editing software technologies. Production skills concentrate on the use of voice, music, and sound effects as applied to a variety of broadcasting elements.

## R-TV 11B Advanced Radio 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 radio studio environment.

## R-TV 13 Interview, Talk, and Community Affairs Programming

**3 Units** (Degree Applicable)

Lecture: 54

Creation of programming for talk shows, interview, and community affairs programming. Includes research and interview techniques, guest selection, vetting, and legal considerations.

## R-TV 14 Media Aesthetics

**3 Units** (Degree Applicable, CSU)

Lecture: 54

Prerequisite: Eligibility for ENGL 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

Video production techniques emphasizing narrative storytelling, film-style aesthetics, and production.

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

Lecture: 36 Lab: 54

Studio production for TV news, sitcom, talk shows, and other live forms. Training in camera, audio, lighting, switching, signal flow, directing, graphics, editing, and program export.

**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

Prerequisite: R-TV 19A

Types and production of reality show television programs. Authoring and pitching of reality show concepts. Instruction in specific equipment skills in lighting, multicamera shooting, editing and related skills. Includes production of a reality show.

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

Lecture: 54

Prerequisite: Eligibility for ENGL 1A

History of American film and filmmakers from 1895 to the present. Development and changes are examined in relation to historical, sociological, economic, political, cultural, artistic, and technological contexts.

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

Lecture: 54

Prerequisite: Eligibility for ENGL 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, and new media.

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

Lecture: 36 Lab: 54

Audio production for TV and film, including sound design, editing, and mixing with audio recording equipment and software. Theory and practice of sound design and aesthetics, microphone use, digital recording equipment, and production workflow.

**R-TV 31 History of Radio DJs****3 Units** (Degree Applicable)

Lecture: 54

Traces the history of music radio through study of the most influential disc jockeys in broadcasting history.

**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 a radio, television (TV), or podcast audience on the Internet. Emphasis on proper management of 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 37 Advanced Voice-Overs Techniques****3 Units** (Degree Applicable)

Lecture: 54

Prerequisite: R-TV 07A or R-TV 36

Advanced voice-over techniques for radio and TV commercials, animation, and narration. Further development of audition and recording session skills.

**R-TV 38 Radio Broadcasting Rules and Regulations****1.5 Units** (Degree Applicable)

Lecture: 27

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

Federal Communication Commission (FCC) rules, regulations, documentation, and licensing. SoundExchange rules regarding digital performances and the Digital Media Copyright Act and its impact on Internet streaming and podcasting.

**R-TV 39 Social Media and Online Ethics****3 Units** (Degree Applicable)

Lecture: 54

Ethical and responsible decision making in news and social media and online activities as it relates to broadcasting and in accordance with Federal Communications Commission rules and standards.

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

Lecture: 36 Lab: 54

Video engineering for television, video assist for film, and other electronic media. Covers the role of the video engineer in a variety of settings, signal recording and distribution, wiring video systems for remote and studio productions, troubleshooting, and working with live productions.

**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 and R-TV 38 (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 97A Radio and Entertainment Industry Seminar****1 Unit** (Degree Applicable)

Lecture: 18

Prerequisite: R-TV 01 and R-TV 11A and R-TV 15 and R-TV 38

Corequisite: R-TV 97B

Discussion and evaluation of professionalism and problem-solving techniques related to on-the-job experience in the Radio Broadcasting industry through an off-campus internship.

**R-TV 97B Radio/Entertainment Industry Work Experience****1 Unit** (Degree Applicable)

Lab: 60-75

Prerequisite: R-TV 01 and R-TV 11A and R-TV 15 and R-TV 96A

Corequisite: R-TV 97A

On-the-job experience in the radio or entertainment industry in order to strengthen and broaden skills in the workplace. A minimum of 75 paid or 60 non-paid clock hours per semester of supervised work is required for each unit of credit. It is recommended that the hours per week be equally distributed throughout the semester.

**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)

Lab: 60-225

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.

On-the-job experience in the film or television (TV) industry, related to classroom instruction, at an approved work site. A minimum of 60 unpaid or 75 paid hours of supervised work is required for each unit of credit.

**R-TV 101 Work Experience in Broadcast Entertainment**

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

(May be taken for Pass/No Pass only)

Lab: 60-150

Prerequisite: Completion of R-TV 01 and R-TV 97A and R-TV 97B and any three other R-TV units. Compliance with Work Experience regulations as designated in the College Catalog.

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