

RADIO BROADCASTING: BEHIND THE SCENES, AS

Arts Division Degree S0606

The Radio Broadcasting Behind-the-Scenes degree is designed for students who are interested in the non-performance side of the broadcasting industry. Instruction prepares students for entry-level jobs including production, promotion, copywriting, and management. Students also receive instruction in the business side of the industry and can further customize their program by selecting from a variety of courses. Practical hands-on experience is available at the campus radio stations.

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 09	Broadcast Sales and Promotion	3
R-TV 10	Radio Programming and Producer Techniques	3
R-TV 11A	Beginning Radio Production	3
R-TV 11B	Advanced Radio Production	3
R-TV 15	Broadcast Law and Business Practices	3
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
R-TV 38	Radio Broadcasting Rules and Regulations	1.5
Required Electives		
Choose six units from the following:		6
R-TV 05	Radio-TV Newswriting	
R-TV 06	Broadcast Traffic Reporting	
R-TV 17	Internet Radio and Podcasting	
R-TV 31	History of Radio DJs	
R-TV 32	Social Media in Broadcasting	
R-TV 35	Pop Culture in the Media	
R-TV 99	Special Projects in Broadcasting and Entertainment Industry	
R-TV 101	Work Experience in Broadcast Entertainment	
R-TV 39	Social Media and Online Ethics	
Total Units		30.5

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

Program Learning Outcomes

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

- Work in production, programming, or a variety of other behind-the-scenes positions at a commercial radio station.
- Use studio equipment to record and edit a pre-recorded piece.
- Operate the studio equipment required to produce a live broadcast.
- Use social media during a live radio show to engage with the audience.
- Develop and implement ideas for a radio show.
- Develop a format for a radio station.

Review Student Learning Outcomes (SLOs) for this program.