

Radio Workshop II (Comm 348)

Fall 2018

Tuesdays 3:00 pm to 4:15 pm
The Hub 1202

Instructor: Rodger Smith

Office: Northeast Module I 130

Office Hours: Mondays 10:30 am to 11:30 am; Tuesdays 8:00 am to 11:00 am

E-mail: rsmith6@gmu.edu

Course Requirements

Each student will be required to work approximately three hours per week at WGMU. Two hours per week will be devoted to a rotation on-air shift. Each student will also promote their show on Facebook. Each student will also produce a promo for their show. Each student will also produce three podcasts.

Text, Supplies and Requirements

- Read WGMU Policies and Procedures (located under Course Content).
- Read How To Be a Good DJ (located under Course Content).
- FOR ON-AIR WORK
 1. A Dropbox Account, or
 2. A Portable Drive (USB flash or jump drive, etc.). A minimum 1 GB drive is recommended to save your on-air work.
- Headphones FOR ON-AIR WORK. You MUST supply your own headphones.
- It is strongly recommended that the student activate and/or use their George Mason University sponsored e-mail account (ex: rsmith6@gmu.edu) to communicate in this class. You can check your e-mail at <http://masonlive.gmu.edu>. The instructor will use the GMU e-mail account to contact the student and class if necessary. If the student wishes to have their GMU mail forwarded to another e-mail account, visit the masonlive.gmu.edu link above for more information.

Course Assignments

All work must be turned in class for class credit. All on-air work MUST be recorded and uploaded to the class web site (you should also download your shows to your jump drive or Dropbox account). All Production assignments MUST be produced using Adobe Audition on the WGMU Production Room computer. All work is due at the BEGINNING of class each week. Refer to the class schedule for in-class critique dates.

AIR SHIFT You are required to produce two hours of air shifts (playing rotation music per the direction of the WGMU Music Director). Each shift must be recorded on the studio computer and submitted in class to the instructor every

week. Each recording will contain breaks per the WGMU Programming Log with at least one reading of a PSA (public service announcement).

In Comm 348 for rotation shows: To help you with your on-air presentation, you will need to follow the format if you are playing rotation cuts.

The format to follow while working on WGMU is in a folder under Course Content.

The DJ Announcements sheets are located in a folder under Course Content.

FOR COMM 348: The sheets are optional, as you already have previous on-air experience, but they can be relied upon if needed. You'll be discouraged from using the sheets, as you already have previous on-air experience.

In Comm 348: You will begin work in the main WGMU studio, provided you have completed at least one semester of Comm 148 or you provide a recording and resume listing previous on-air skills. If this pre-requisite has not been fulfilled, or a student has enrolled in Comm 348 without previous broadcast experience, this person will be STRONGLY encouraged to take Comm 148 first.

For **Comm 348**,

- You are required to produce a **rotation show** (play songs from an approved list from the WGMU Music Director) for a minimum of two hours per week.
- **You are expected to produce your show at the weekly regularly scheduled time.** Producing a show at an irregular time without prior permission of the Instructor and submitting said recording will prompt a point deduction for graded on-air assignments.
- You are expected to upload your music rotation show playlists through Spintron.
 - Details on the class web site.
- You will be required to attend WGMU DJ meetings (usually Sunday evenings). These meetings will keep you up to date regarding on-air policy and other WGMU matters. This will be a golden opportunity to meet WGMU Staff and fellow DJ's.
 - Meeting notice will be as soon as possible.
- Re: Guests, phone calls, etc.: You assume responsibility for all content of your show. This includes comments by guests (on-air & off, invited & uninvited), live phone call conversation, live & pre-recorded segments & music selection. Anything that detracts from the quality of the broadcast (ex: airing indecent or obscene material per Federal Communications Commission guidelines - including engaging in indecent or obscene language with guests or said by you, low microphone volume for guests or indiscernible background audio) will reduce your grade. The instructor will determine the point loss for each breach.
- In summary, the student is expected to produce a high quality, entertaining broadcast that honors WGMU Policies and Procedures.

Objectives affecting grading of air shifts:

- View Grading Guidelines later in the syllabus.

- Attendance. Unexcused absences earn a ZERO.
- Be on time.
- Adherence to formats and on-air rules.
- Paperwork. Following the program log and filling out the play list.
- Working well with others.
- Weekly submissions of recorded shows. Refer to the section on grade penalties later on in this syllabus regarding the submission of late assignments.

For Comm 348, there are additional requirements:

- **Promo:** You must write and produce a :30 or :60 promo that promotes your show. Consult the class calendar for the due date for this assignment.
 - **Podcast:** You must produce three pre-recorded podcasts, each a minimum of 20 minutes. Topics will be discussed in class. Consult the assignment link for the due date.
 - **Facebook Page:** You will create and maintain a Facebook page promoting your shows. This means posting clips of your show and placing on your wall pertinent show information.
- **EXTRA CREDIT**
 - Each student in Comm 348 may provide service to WGMU ABOVE AND BEYOND THEIR NORMAL WORK SCHEDULES. The work assignment must be approved by the WGMU Faculty Advisor and a WGMU Paid Staff Member, prior to the completion of the assignment. The WGMU Faculty Advisor will provide final approval or disapproval of all assignments. The student may suggest an assignment or a WGMU Paid Staff Member can provide assignments.
 - Once the assignment is completed, the student must submit a summary, e-mailed to the instructor's e-mail address, of the assignment (what the student did and learned from the assignment). A student successfully completing the assignment and submitting the e-mailed summary, both in a timely fashion, will receive two points toward their final grade.
 - ALL assignments must be completed, and e-mailed summaries must be received by the instructor, by 10:30 am Eastern Time December 1, 2018.

Please Note:

- **Read Professor Smith's Class Rules on the class website.** Deadlines are integral to the broadcast/online industries, so due dates for assignments are non-negotiable. Late assignments, unless previously arranged, are not accepted. Yes, missing a deadline costs you points toward your final grade. Don't let this happen. This is a valuable lesson from "the real world."

- There are no excused or unexcused absences. There are simply absences. The decision to attend class is the student's, not the professor's. DO NOT request in any form to be excused from class. Students should not inform the professor if they are going to be absent.
- Working at WGMU is a privilege. Any on-air behavior judged inappropriate by the WGMU staff and or instructor will be grounds for reassignment of responsibilities at WGMU.
- The student is responsible for the accuracy of their own schedule. Check PatriotWeb regularly to verify that you are registered for the classes that you think you are.
- A course in the University carries with it an expectation of a significant time commitment. A full load of five courses, or 15 credit hours, will require 37.5-45 hours per week. The specific rigor of the course as well as the academic and organizational skill set of the student will determine the exact amount of hours needed to find success in each class.
 - This course should be allotted 6-7 hours per week in the student's personal schedule. This time is typically comprised of one hour of lecture, 2-3 hours of research and study and assessment work each week (listening to commercial radio stations and the completion of assignments), and three lab hours per week (on-air shifts in the practice or JC on-air studios).
- Important dates:
 - Last Day to Add: Tuesday, September 4, 2018
 - Please read information on Drop/Withdrawal deadlines.
 - Last day to Drop with no tuition penalty (Full-Semester Course): Sunday, September 9, 2018
 - Web Withdrawal Period: September 10-30, 2018
 - Selective Withdrawal Period (undergraduate students only - Full-Semester Course): October 1-28, 2018
- If you are a student with a disability and you need academic accommodations, please see the Instructor for this course and contact Disability Services at 703-993-2474 or [through their website](#). All academic accommodations must be arranged through that office. It is the student's responsibility to contact the faculty member to arrange for appropriate accommodations.
- As students studying communication, you should understand and avoid plagiarism (presenting the work of others as your own). The rules and policies regarding academic integrity should be reviewed by every student, and can be found [online](#). Any student with a question about academic integrity or plagiarism is strongly encouraged to discuss it with the instructor.
- Syllabus schedule is subject to change due to weather and other factors.
- It is expected that discussions will be open and honest, but abusive language or behavior will not be tolerated. Similarly, in the interest of academic rigor as well as just plain good manners, no food will be allowed in the classroom.

- In all discussions, this course will emphasize the importance of shunning identifications and descriptions that may serve to perpetuate stereotypes about gender, age, dialect, disability, national origin, race, religious affiliation and sexual orientation.
- You are expected to be on time for class. Since late arrivals create a disruption, they are unacceptable. If you leave early, you are responsible for any information or assignments you missed.
- **Contact with Classmates:** Make sure you obtain an email address and phone number from one or two classmates, so that you can consult with a classmate if you would like to do so.

Technology Etiquette and Expectations

- Technology can be a wonderful learning tool, and can immensely speed communications and information retrieval, but must be used wisely with awareness of limitations. Technology should not be used during class time (unless for note taking or contributing to classroom dialog), especially if use is disrupting learning for others. By remaining in this course, students are expected to adhere to these ground rules:
 - *Cell Phones.* During class time, all cell phones must be turned off or set to silent mode and should not disrupt the learning environment in the classroom. Cell phones cannot be answered or used in the classroom except for emergency alerts.
 - *E-mail Address and Expectations.* Students must use their GMU e-mail address or forward e-mail from this address to an address they check regularly. The instructor tries to review e-mail regularly (usually within 48 hours), but is not as consistent over the weekend (expect longer delays during breaks or conference travel).
 - *Text and Instant Messaging (IM) Communications.* There will be no text messaging or posting on Twitter during class time.
 - *Recording and Laptop Use.* Students may use laptops or note taking and recording devices during class, but solely for note taking purposes, and should be aware of possibly disrupting other students and adjust their use accordingly. No e-mailing during class time. No recording of class lectures or interactions may be posted online or used for any profit-generating activity.
 - *Media Use.* Any use of video clips, audio clips, graphics, files or texts for class assignments must meet copyright requirements and give full and proper attribution.
- **Emergency Procedures**
 - George Mason University is dedicated to preparing staff and students in the event of an emergency. All students in this class are encouraged to register for Mason Alert, a system that allows university officials to contact the community during an emergency by sending a text message to cell phones, e-mails, or PDAs. In addition, we all need to take a minute to view the emergency procedures poster in our classroom. This poster explains what to

do in the event of medical emergency, fire, tornado, violence, power outage or other bad event. Please let me know if you would like to discuss these procedures or any information on emergencies. If you are not currently registered for Mason Alert, please visit [this website](#).

- **Notice of mandatory reporting of sexual assault, interpersonal violence and stalking:**
 - As a faculty member, the instructor for this course is designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence and stalking to Mason’s Title IX Coordinator per University Policy 1412. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as [the Student Support and Advocacy Center](#) (703-380-3686, 33686 on campus) or [Counseling and Psychological Services](#) (703-993-2380, 32380 on campus). You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730 (38730 on campus) or emailing cde@gmu.edu.
 - View the Title IX Campus Resources grid on the class website.
- Questions on Graded Assignments: You have a restricted time period after assignments are handed back in class to discuss with your Instructor the grade you earned on the assignment. To discuss the grade, you must schedule an appointment, outside of class time, with the Instructor.
 - For all recorded assignments, discussion and other assignments, you have up to seven calendar days.
 - After the restricted time period for each assignment, questions on assignments can be entertained through securing an appointment with the Instructor; however, grade changes on said assignments will not be considered.

Class Calendar: Consult the class calendar on the class web site.

GRADING WORK

Any time you turn a recording of your on-air work, you will receive a grade for that performance. Along with this grade, you will receive a written critique on your performance you turned in. The critique will be from the class instructor and/or a WGMU staff member.

- When working On-air: Each on-air rotation show mp3 you upload to the class web site (not counting the days of in-class critique) will receive a grade. There will be five on-air recordings Comm 348 students turned in for a grade during the semester (check class calendar for due dates).
 - Each on-air grade is multiplied by 0.1.

- Recorded Promo: You will write and produce a :30 or :60 promo of your show.
 - The promo will be graded; then, that figure is multiplied by .1 to determine this portion of your grade.
- Podcast Assignments: You will produce three 20-minute podcasts over the course of the semester.
 - Each assignment will be graded; then, each grade is multiplied by .1 to determine this portion of your grade.
- Facebook Postings: You are required to maintain a Facebook page promoting your show and post ten weekly announcements over the course of the semester.
 - Postings MUST cover 10 separate weeks during the semester. Two or more posts in one week does not make up for weeks with no posts. You can post more than once in a week but you must have at least one post over 10 weeks of the semester.
 - Weeks will follow Tuesday after class to the following Tuesday before class.
 - Each posting meeting the class announced deadline is worth one point.
- Extra Credit: Class members are offered, on occasion, opportunities to provide service, above and beyond normal graded activities, to WGMU.
 - Upon successful completion of all requirements for this assignment, the student earns two points applied to their final grade.
 - UP TO TWO APPROVED EXTRA CREDIT OPPORTUNITIES (FOR A TOTAL OF FOUR POINTS) CAN BE AWARDED. THE CAP IS FOUR EXTRA CREDIT POINTS.
- Missed Shows: If during a week for in class critique you do not supply an on-air tape of your work from the last seven days, or do not have the tape cued to the beginning of the show, you will be docked one point from your overall grade.
- In Summary:
 - For Comm 348:
 - (on-air 1 grade) * .1 =
 - (on-air 2 grade) * .1 =
 - (on-air 3 grade) * .1 =
 - (on-air 4 grade) * .1 =
 - (on-air 5 grade) * .1 =
 - (Podcast 1 grade) * .1 =
 - (Podcast 2 grade) * .1 =
 - (Podcast 3 grade) * .1 =
 - (Recorded Promo grade) * .1 =
 - (Facebook Postings) * 10 =
 - (Extra Credit – if earned – 2 or 4 points) =
 - MINUS Missed Shows =
 - TOTAL =

On-air Grading

During graded weeks, use this list as an analysis of your on-air work:

1. **On-air Delivery (25 points):** Voice is used to keep the listener with your show. Proper inflection used, voice is not too excited or dull all through the break (not sing-song delivery). Inflection correct for the situation, able to match the intensity of a song coming out of or going into a break. Break preparation (knowing what to say before going on mic) evident. Personality that listener can identify with is evident.
2. **On-air Content (25):** DJ has interesting comments about songs, PSA's, WGMU programming, etc., that keeps the listener tuned to WGMU. Information is relevant to programming and/or listener. DJ sounds knowledgeable about music and information imparted during programming.
3. **Board work (25):** DJ demonstrates mastery of audio console. Proper audio balance (voice over music, segueing from music to voice or voice to spot, etc) achieved. Attention to detail evident.
4. **Paperwork/Procedures (25):** DJ fills out required music logs, arrives for DJ shift on time, records all required breaks onto computer.

GRADES

On-air Rotation Shows	50%
Facebook Page	10%
Recorded Promo	10%
Podcasts	30%

Numerical Grading...

93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
70-76	C
60-69	D
59-Below	F

Final Grades are rounded up or down. Example: If your final grade is 89.5 or 89.45, you earn the A-. If your final grade is 89.44, you earn the B+.