

RTV2230C – 2009-2 SPRING SEMESTER
“TELEVISION & RADIO ANNOUNCING”
FRIDAYS: 9:00 AM – 11:30 AM
MIAMI-DADE COLLEGE - NORTH CAMPUS
SCHOOL OF ENTERTAINMENT & DESIGN TECHNOLOGY
DEPARTMENT OF FILM & TV
JAY SANDHOUSE (954) 612-5685
gatorjbone@bellsouth.net
www.gatorjbone.com

Course Description:

The students will learn the disciplines, techniques and procedures used by the On-Air Talent during the television and radio production process. The student will assume the responsibilities of the On-Air Talent position. The student will learn key terms used in both the television and in the radio industry.

Learning Competencies/Goals

- ⇒ Acquaint the student with the fundamentals of good speech.
- ⇒ Show the student how to self-evaluate his/her speech patterns.
- ⇒ Illustrate the dynamics of an ever-changing language.
- ⇒ Familiarize the student with job expectations for both television and radio on-air positions.
- ⇒ Permit hands-on practice for both television and radio on-air positions.
- ⇒ Help the student produce a satisfactory demo (resume) tape.

Learning Methods

Outcomes and competencies will be achieved through lectures, readings, viewing the productions of others, demonstrations, and hands-on experience.

Attendance Policy

The School of Entertainment & Design Technology operates on professional industry standards, in which on-time attendance is expected for every meeting.

Attendance for each class:	100 points
Late for each class	75 points
Excused absence for each class	51 points

- Any student that misses more than two classes cannot receive more than 70 points per class in attendance.
- Any student that misses more than three classes will receive a failing grade.
- Late and excused absences will be adjusted accordingly.

IT IS THE RESPONSIBILITY OF THE STUDENT TO MAKE UP CLASS WORK AND/OR NOTES WHEN ABSENT OR LATE FOR CLASS – NOT THE INSTRUCTOR!!!

Grading/Evaluation

Attendance & Participation	20%
Individual Projects	40%
Quizzes and/or Midterm Exam	20%
Written Final Exam	20%

Judging, like judging video in the industry, is not an exact science. This class is unlike typical general education courses that might use multiple-choice exams to measure your knowledge objectively. Although there is objective scoring in the class, most video assignments get grades that are subjective. That means that you or someone else may have a different opinion of the merit of your video. But as in the industry itself, the person in charge sets the standard. In this case, it is the instructor. You can rely on your instructor to know what the standards in the industry are, and to apply them here. Please note that subjective does not mean unfair. Within the class, the same standards are applied to everyone:

100% - 90%	A	Professional	Could air as recorded
89% - 80%	B	Good	Needs a few minor corrections
79% - 70%	C	Fair	Adequate student work
69% - 60%	D	Poor	Needs major revisions
59% - 0%	F	Failing	Late, or not as assigned

Individual Assignments

1. Voice-Overs - Students will record two 30-second voice-overs using scripts provided by the instructor.
2. Interview - Students will be assigned a partner. Each student will then take turns conducting a five-minute interview with their partner.
3. Green Screen (Stand-Up) - Students will read entertainment copy off the teleprompter provided by the instructor.

Required Text and Materials

- Broadcast Announcing Worktext. Second Edition. Reese, Beadle, Stephenson. Focal Press, 2005.
- Stop watch.

Lab Time

Lab time will be made available so that you may practice and complete assignments. It may be necessary for the class to meet as a group with the instructor during the semester for a lab.

***The Instructor reserves the right to change dates of assignments and/or tests**

RTV2230C – 2009-2 SPRING TERM - “TELEVISION & RADIO ANNOUNCING” – COURSE CALENDAR*

WEEK #1

- ⇒ Overview and Introduction.
- ⇒ Introduction to professional announcing.

WEEK #2

- ⇒ The studio environment: radio, television, and cable.

WEEK #3

- ⇒ Vocal development.
- ⇒ Performance development.

WEEK #4

- ⇒ Commercial announcing.
- ⇒ Announcing assignment given.

WEEK #5

- ⇒ Commercial announcing.
- ⇒ Announcing assignment given.

WEEK #6

- ⇒ Commercial announcing.
- ⇒ Review for midterm exam.

WEEK #7

- ⇒ Midterm exam given.

WEEK #8

- ⇒ Interviewing.
- ⇒ Announcing assignment due.

WEEK #9

- ⇒ Interviewing.
- ⇒ Interviewing assignment given.

WEEK #10

- ⇒ Interviewing.

WEEK #11

- ⇒ News announcing.
- ⇒ Interviewing assignment due

WEEK #12

- ⇒ News announcing
- ⇒ Specialty announcing.

WEEK #13

- ⇒ Specialty announcing assignment given
- ⇒ News announcing assignment due

WEEK #14

- ⇒ Specialty announcing assignment due
- ⇒ Review for final exam.

WEEK #15

- ⇒ Final exam given