

Com 110A/115A Broadcast Practicum Spring 2008

Dr. Mark C. Rogers

Office: 016 Betzler Center

Phone: 490-7154

Email: mrogers@walsh.edu (I check my email often).

Office Hours: Monday and Wednesday 11 a.m.-12 p.m.

Tuesday and Thursday 2-3 p.m.

I am also available by appointment

(Feel free to knock if I'm in my office; if I'm busy I may ask you to come back during my office hours).

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The radio station is located in the basement of the science center. 017 (lobby), 017A (studio), 017B (production studio) are the radio station rooms.

Important Dates for Practicum Students:

Wednesday, January 9—Mass Meeting 9:15 p.m.

Location 009 SC

Tuesday January 15, —Friday, April 20—Station on the air.

Wednesday, February 6—deadline for practicum interviews with Dr. Rogers (non-Air staff only)

Friday, February 22—Deadline for Promos

Friday, April 11—Deadline for Airchecks

Friday, April 18—All work must be submitted to Dr. Rogers

Radio Practicum Procedures:

For each credit, students must work **TWO** hours each week. Students enrolled for 1-2 credits can fulfill all their time on the air, or through any combination of air slots and administrative work. 1-2 credit students may take staff positions if they wish (it looks good on a resume) but are not required to do so.

For air slots, students may count one hour as prep time for your show, so 1 credit students should sign up for at least 1 hour of air time/week, and 2 credit students should sign up for at least 3 hours/week.. You should be prepared to spend some of your preparation time showing up early for your shift (or staying after) and checking the red and green CDs. We now have a production studio. All air staff must use some of their prep time to make a promo for their show sometime during the term.

All students should keep track of the hours and dates that they work for the station. For air staff, this means you **must** sign in and out for every shift on your card in the card file in the station. Your attendance is the primary way you are graded for this course.. Checking the cards is done largely on the honor system, but if I happen to discover that you are signed in and not in the station, your final grade will be dropped one letter grade for each instance.

Weightings For Grades

Attendance and Hours worked:	70%
Aircheck:	20%
Promo:	10%

Practicum Interviews, Promos, and Airchecks:

All students enrolled in Com 110A need to ensure that I am aware of how you are fulfilling your time obligations. All students should speak with me as early as possible and **students who are doing off-air work** should schedule a brief practicum interview with me no later than Wednesday, February 6.

As part of your work for this class, you must create a promo, preferably for your own show. You can do this by scheduling an appointment with the production director or with me. Promos should be completed no later than Friday, February 22.

Students signed up for air slots must also provide me with an aircheck. Airchecks should be 15-20 minutes long and include promos, spoken station ids, pre and back announcing, and music to music, music to voice, and mini-disc (promo) to music transitions. The aircheck is due no later than Friday, April 6. You must provide your own tape. If you have made an aircheck tape in the past, see me and I will return it to you so you may use it again. Students not signed up for air slots will need to work out an alternate method of evaluation at their practicum interview.

Staff Positions:

Students signed up for Com 115 **must** take a staff position. Other students may take staff positions if they wish. Training will be given for each staff position and no experience is necessary. Students must work at least two hours a week in their staff position, but can devote the rest of their weekly hours to any combination of air slots and administrative work.

Possible staff positions include:

Assistant Station Manager: Assist Dr. Rogers and the station manager in managing the schedule, keeping the station orderly, controlling inventory, and doing paperwork. (2-4 hours/week)

Assistant Music Director: catalog CDs, assist MD in reporting, and return phone calls to record companies. (2-4 hrs/week)

Program Director: make the initial schedule. Review schedule compliance regularly with Dr. Rogers. (2hrs/week)

Producer/Host, Specialty programming. This term we may have two or more specialty shows (desert island disks and/or a sports show). The host/producer arranges guests and plans topics for these shows. Practicum students may wish to be a producer or a host or do both. Ideally, students will work in producer/host teams. (2-6 hrs/week)

News Director/ News Staff: Tape news one or more days a week. (2-6 hrs/week)

Production Manager: Produce promos, ads, and other station materials. Hold regular office hours to assist other students in making promos and utilizing the production studio. (2-6 hrs/week)

Sports Broadcaster: Produce and broadcast live Walsh sports events. Students must work in teams of two or three. Ideally students will have completed a sports broadcasting course or have worked on games in previous years. (2-4 hrs/week)

If you have an idea for another staff position, please see Dr. Rogers.