Please attach/submit additional documents as needed to fully complete each section of the form.

I. COURSE INFORMATION

Department: School of Journalism
Course Title: Introduction to Radio & Audio Storytelling
Course Number: JRNL 140a

Type of Request: □ New □ One-time Only □ Renew* □ Change □ Remove
Rationale: 

*If course has not changed since the last review and is taught by the same tenure-track faculty member, you may skip sections III-V.

JUSTIFICATION FOR COURSE LEVEL
Normally, general education courses will not carry pre-requisites, will carry at least 3 credits, and will be numbered at the 100-200 level. If the course has more than one pre-requisite, carries fewer than three credits, or is upper division (numbered at the 300 level or above), provide rationale for exception(s).

No pre-requisites

II. ENDORSEMENT / APPROVALS

* Instructor: Ray Ekness
Phone / Email: 243-4088 ray.ekness@umontana.edu
Signature
Date 11/26/15

Program Chair: Dennis Swibold
Signature
Date 11/27/15

Dean: Larry Abramson
Signature
Date 11/29/15

*Form must be completed by the instructor who will be teaching the course. If the instructor of the course changes before the next review, the new instructor must be provided with a copy of the form prior to teaching the course.

III. DESCRIPTION AND PURPOSE

General Education courses must be introductory and foundational within the offering department or within the General Education Group. They must emphasize breadth, context, and connectedness; and relate course content to students’ future lives: See Preamble
IV. CRITERIA

BRIEFLY EXPLAIN HOW THIS COURSE MEETS THE CRITERIA FOR THE GROUP.

1. Courses guide students, whether in individual or group settings, to acquire foundational skills to engage in the creative process and/or in interpretive performance.

2. Through direct experience (for example, attendance and involvement with live performance, exhibitions, workshops, and readings), they will engage in critical assessment of their own work and the work of others.

V. STUDENT LEARNING GOALS

BRIEFLY EXPLAIN HOW THIS COURSE WILL MEET THE APPLICABLE LEARNING GOALS.

1. Express themselves in the making of an original work or creative performance.

2. Understand the genres and/or forms that have shaped the medium.

3. Critique the quality of their own work and that of others.

VI. ASSESSMENT

A. HOW ARE THE LEARNING GOALS ABOVE MEASURED? Describe the measurement(s) used, such as a rubric or specific test questions that directly measure the General Education learning goals. Please attach or provide a web link to the rubric, test questions, or other measurements used.
1. Students work on a variety of creative assignments such as commercials, sound stories and short biographies. The students conceive, write, voice, select sounds and music, mix and edit the assignments. See the attached rubric for the radio commercial assignment. Students are graded and given feedback on their storytelling, use of sound, audio quality, vocal quality & delivery, pacing, mixing, editing and timing.

2. Students learn the history and styles of radio and audio from radio stations and formats up through audio podcasts. They also learn the techniques that help them with creating a radio commercial or program for a specific audience as shown in questions one, six and ten from the attached quiz.

3. Students learn how to listen, evaluate quality and give constructive criticism to their own work and to the work of their fellow students. Each assignment is played in class. The students must take notes and are called upon to give examples of what work and what didn't work in the productions. They listen for vocal quality, audio quality, mixing, use of sound and storytelling. The students also must critique their own production and hand that in to their professor.

A General Education Assessment Report will be due on a four-year rotating cycle. You will be notified in advance of the due date.
This will serve to fulfill the University's accreditation requirements to assess general education and will provide an opportunity to connect with your colleagues across campus and share teaching strategies. Items VI.B-D will be helpful in compiling the report.

B. ACHIEVEMENT TARGETS

[This section is optional. Achievement targets can be reported if they have been established.]
Describe the desirable level of performance for your students, and the percentage of students you expected to achieve this:

1.

2.

3.

C. ASSESSMENT FINDINGS

[This section is optional. Assessment findings can be reported if they are available.]
What were the results/findings, and what is your interpretation/analysis of the data? (Please be detailed, using specific numbers/percentages when possible. Qualitative discussion of themes provided in student feedback can also be reported. Do NOT use course grades or overall scores on a test/essay. The most useful data indicates where students’ performance was stronger and where it was weaker. Feel free to attach charts/tables if desired.)

D. ASSESSMENT FEEDBACK

[This section is optional. Assessment feedback can be reported if it is available.]

Given your students’ performance the last time the course was offered, how will you modify the course to enhance learning? You can also address how the course could be improved, and what changes in the course content or pedagogy you plan to make, based upon on the findings. Please include a timeframe for the changes.
VII. SYLLABUS AND SUBMISSION

Please submit syllabus in a separate file with the completed and signed form to the Faculty Senate Office, UH 221. The learning goals for the Expressive Arts Group must be included on the syllabus. An electronic copy of the original signed form is acceptable.
JRNL 140a
Audio Assignment

Name__________________________________________

Assignment Radio Commercial

Audio Quality _______ (1-10)____________________
Vocal Quality _______ (1-10)____________________
Vocal Delivery _______ (1-10)____________________
Pacing _______ (1-10)___________________________
Editing _______ (1-10)___________________________
Mixing _______ (1-10)___________________________
Use of Sound _______ (1-10)____________________
Storytelling _______ (1-10)____________________
Timing _______ (1-10)___________________________
Overall Production/Quality _______ (1-10)________

Total_________ (100 total points)

Notes:
1. What term, as defined by a study of the demographics, defines the overall content broadcast on a radio station?

2. On a digital vu meter, what is the optimum recording level?

3. What’s the three words Ray Ekness asks you to think of when writing a radio commercial?

4. What does the term “in the red” refer to?

5. What is the minimum information you need for an FCC-required legal identification?

6. What one word describes the delivery style announcers should strive for?

7. What does the acronym P.R.E.P refer to?

8. Radio stations that have a “W” to start their call letters are generally located where?

9. What’s a keyframe?

10. What three things should you make sure listeners always understand when producing a radio commercial?

11. What is rubberbanding?

12. Fill in the blank—______________________ of the Mind.

13. What is “dead air”?
Journalism JRNL 140a
Introduction to Radio/Audio Production
Spring Semester 2015

Mondays and Wednesdays from 12:40-2:00pm
Don Anderson Hall Room 316
(Subject to Change)

Instructor
Professor Ray Ekniss
UM Radio-Television Department, School of Journalism
Don Anderson Hall 402 (Office hours M & W 9:00-11:00am or by appointment)
243-4088-office
542-0251-home
E-mail-ray.ekniss@umontana.edu

Course Description
This course will provide an introduction to the basic concepts of audio as a communication medium. Students will receive practical experience and basic knowledge of audio production, including the principles of sound, announcing, scriptwriting, microphone technique, board operation, storytelling, program production, leadership and organization. Students are encouraged and expected to incorporate their own creative and aesthetic ideas with the parameters of various audio segments and programs. All program material produced for this class must be able to be aired on a FCC regulated radio station.

Course Objectives
Students will be able to express themselves in the making of an original work or performance; understand the genres and/or forms that have shaped the medium; and critique the quality of their own work and that of others. You will also learn:
- To think critically and creatively
- To critically evaluate work and appropriate audience
- To use appropriate tools and technology
- To learn about the process and techniques of producing, writing and telling stories, segments and programs from the context of today’s audio industry.
- To learn and obtain “hands on” experience working with audio technology and software used in the audio industry.
- To produce several different audio stories, segments and programs.

Textbook
There is no textbook for this class. Exams will be based on material covered during lectures and labs.

Lectures, Labs & Studio Time
This course consists of lectures and labs. The lectures will be held in DAH 316. The hands-on lab sessions will be held in the student audio production studios in DAH 307-311.

Checkout
- Students will also be required to complete productions outside of the scheduled class times. In order to do so, the studio facilities are available for “checkout.” A schedule of available times is on the clipboard outside each studio door.
- You can sign-up to use one of the production studios for a maximum of four half-hour sections (two hours) per day and maximum of six hours per week. In class, we will go over the way to reserve the equipment and studios.
- Digital audio recording units are available for use. You will be assigned (as part of a team) an audio recorder by your instructor.
- Be careful with all equipment you use either in the studio or in the field. Don't leave any equipment in your car or anywhere it could be stolen. Do not lose your temper and take it out on the equipment. Problems will happen, whether you're at the network level or in college. Everything breaks down eventually. Batteries quit and computers don't always work. Be patient and learn to solve problems on your own.
- You are financially responsible for any lost, stolen or damaged equipment.
Access and Security

- You will be able to access Don Anderson Hall anytime using your Griz Card swipe near the main entrance. **Each person entering MUST SWIPE THEIR OWN CARD.** Do not allow classmates, friends or anyone else to enter with your card.
- You will also be given a key code for access to DAH 307-311. You will have a punch code unique from everyone else’s. **DO NOT SHARE THIS CODE.** If someone else enters under your code or swipe, **YOU WILL BE RESPONSIBLE FOR ANY DAMAGE OR THEFT.**
- **We expect and need you to assist in building security. If you see anything suspicious contact a faculty member or CALL PUBLIC SAFETY!**
- Only Journalism/RTV students are allowed to use our labs. It’s up to you to help us protect our equipment and facilities.
- For after hours access to Don Anderson Hall, complete and submit this form online: http://jour.umt.edu/current-students/afterhoursaccess/default.php by Friday, February 6th. Complete only one request form per semester - be sure to list all courses you are taking. Door codes to DAH 114 and the audio studios in DAH 307-311 will be assigned and provided to you via email. This request will also activate your Griz Card for the front door of DAH. Codes will remain active until the last day of the semester. You will not have 24/7 access to other areas of Don Anderson Hall. Any students who do not submit a form by Friday, February 6th will not have access. **NO EXCEPTIONS.**

Studio and Labs

All control rooms and studios must be cleaned and everything put away or thrown away at the end of each class or in-studio lab. Anything you bring into the classroom, you must take with you out of the studio. No food or drink is allowed in any audio suites. Please clean up your areas. Please log off computers when you are done working on a workstation.

Equipment Needed

- Data storage device (for backup)
- A headset (over the ear would be best) with both 1/4" phone and 1/8" mini plug connectors (required)

Grading

You will receive a personal critique, a class-wide critique and a grading/critique sheet following every assignment. You will be graded on a variety of different criteria and receive a grade for your work:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcing/Pronunciation</td>
<td>100</td>
</tr>
<tr>
<td>Radio Announcing Break</td>
<td>100</td>
</tr>
<tr>
<td>Editing Assignment</td>
<td>100</td>
</tr>
<tr>
<td>Commercial Production</td>
<td>100</td>
</tr>
<tr>
<td>Radio Team #1</td>
<td>100</td>
</tr>
<tr>
<td>Radio Individual #1</td>
<td>100</td>
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<tr>
<td>Radio Team #2</td>
<td>100</td>
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<tr>
<td>Radio Individual #2</td>
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<tr>
<td>Radio Team #3</td>
<td>100</td>
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<tr>
<td>Radio Individual #3</td>
<td>100</td>
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<tr>
<td>Sound Story #1</td>
<td>100</td>
</tr>
<tr>
<td>Sound Story #2</td>
<td>200</td>
</tr>
<tr>
<td>Final Project-Sound Story #3</td>
<td>300</td>
</tr>
<tr>
<td>Exam #1</td>
<td>100</td>
</tr>
<tr>
<td>Exam #2</td>
<td>100</td>
</tr>
<tr>
<td>Attendance/Checkout</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2000</td>
</tr>
</tbody>
</table>
Final Grades (Plus/Minus grading in effect)
A+ = 1860-2000 (93-100%)
A = 1800-1859 (90-92%)
A- = 1760-1799 (88-89%)
B+ = 1660-1759 (83-87%)
B = 1600-1659 (80-82%)
B- = 1560-1599 (78-79%)
C+ = 1460-1559 (73-77%)
C = 1400-1459 (70-72%)
C- = 1360-1399 (68-69%)
D+ = 1260-1359 (63-67%)
D = 1200-1259 (60-62%)
F = 1199 and Below (Below 60)

Deadlines
Deadlines are very important in broadcasting. All assignments must be handed in on time. Penalties will be assessed for late work. **Ten percent of the total points will be deducted for each day your project is late.** No assignments will be accepted later than **ONE WEEK AFTER THE DEADLINE.**

Academic Honesty
All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at [http://life.umt.edu/vpsa/student_conduct.php](http://life.umt.edu/vpsa/student_conduct.php).

Plagiarism
As defined by “The University of Montana Student Conduct Code” plagiarism is: “Representing another person’s words, ideas, data, or materials as one’s own.” This is strictly prohibited in this class and any case of plagiarism in this course will be subject to the penalties outlined in the student code of conduct.

Attendance Policy
Attendance is mandatory. This is a building-block class. If you miss even one class, you are likely to miss something that could seriously hurt your performance on current and future assignments. One hundred points will be deducted for each class you miss. Excused absences must be documented by the instructor.

Same Work for Multiple Classes in J-School
You may not submit for this course any assignment that has previously or will be concurrently submitted for another class unless you receive prior approval from the professor for this course. To do so without permission will result in an “F” for the assignment and could result in an “F” for the course.

Accommodations for Students with Disabilities
This course is accessible to and usable by otherwise qualified students with disabilities. To request reasonable program modifications, please consult with the instructor. Disability Services for Students will assist the instructor and student in the accommodation process. For more information, visit the Disability Services website at [www.umt.edu/dss/](http://www.umt.edu/dss/).
<table>
<thead>
<tr>
<th>Monday, January 26&lt;sup&gt;th&lt;/sup&gt;</th>
<th>Wednesday, January 28&lt;sup&gt;th&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Introduction, Syllabus and Tour</td>
<td>Introduction to Audio and Radio/Announcing Assignment-Personal Story</td>
</tr>
<tr>
<td><strong>Monday, February 2&lt;sup&gt;nd&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, February 4&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>How Stuff Works (Board, Recording on Adobe) Assignment-Record Personal Story</td>
<td>How Stuff Works (Editing on Adobe Audition) DUE-Personal Story Recording Assignment-News Reading</td>
</tr>
<tr>
<td><strong>Monday, February 9&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, February 11&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>Personal Story/Listen DUE-News Reading/Listen</td>
<td>Examples-Using nat sound and descriptive writing Assignment-Classical Composers Announcing</td>
</tr>
<tr>
<td><strong>Monday, February 16&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, February 18&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>President's Holiday-NO CLASS</td>
<td>DUE-Classical Composer Exercise/Listen What makes a Radio Break? Assignment-Announcing a Radio Break</td>
</tr>
<tr>
<td><strong>Monday, February 23&lt;sup&gt;rd&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, February 25&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>Exam #1 DUE-Announcing a Radio Break/Listen Assignment-Haunted House</td>
<td>Assignment-Radio Shows Job Descriptions and responsibilities Programming a Radio Station</td>
</tr>
<tr>
<td><strong>Monday, March 2&lt;sup&gt;nd&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, March 4&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>Writing Radio Commercials DUE-Haunted House/Listen Assignment-Commercial Writing</td>
<td>DUE-Commercial Writing Commercial Presentations Assignment-Produce the Commercial</td>
</tr>
<tr>
<td><strong>Monday, March 9&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, March 11&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>DUE-Produce the Commercial/Listen Final Prep for first radio show</td>
<td>KWWW On-the-Air</td>
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<tr>
<td><strong>Monday, March 16&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, March 18&lt;sup&gt;th&lt;/sup&gt;</strong></td>
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<tr>
<td>KYYY On-the-Air</td>
<td>KZZZ On-the-Air</td>
</tr>
<tr>
<td><strong>Monday, March 23&lt;sup&gt;rd&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, March 25&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>Review Descriptive Writing in Radio Listen to Sound Story Examples Assignment-Sound Story #1 Production</td>
<td>Listen to Music Profiles Examples Assignment-Sound Story #2</td>
</tr>
<tr>
<td><strong>Monday, March 30&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, April 1&lt;sup&gt;st&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>Spring Break-NO CLASSES</td>
<td>Spring Break-NO CLASSES</td>
</tr>
<tr>
<td><strong>Monday, April 6&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, April 8&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>DUE-Sound Story #1/Listen Final Prep for next radio shows</td>
<td>KYYY On-the-Air</td>
</tr>
<tr>
<td><strong>Monday, April 13&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, April 15&lt;sup&gt;th&lt;/sup&gt;</strong></td>
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<tr>
<td>KZZZ On-the-Air</td>
<td>KWWW On-the-Air</td>
</tr>
<tr>
<td><strong>Monday, April 20&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, April 22&lt;sup&gt;nd&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>Art of Radio Discussion/Examples DUE-Sound Story #2/Listen Assignment-Final Project-Sound Story #3</td>
<td></td>
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<tr>
<td><strong>Monday, April 27&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, April 29&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>Exam #2 Final Prep for next radio programs</td>
<td>KZZZ On-the-Air</td>
</tr>
<tr>
<td><strong>Monday, May 4&lt;sup&gt;th&lt;/sup&gt;</strong></td>
<td><strong>Wednesday, May 6&lt;sup&gt;th&lt;/sup&gt;</strong></td>
</tr>
<tr>
<td>KWWW On-the-Air</td>
<td>KYYY On-the-Air</td>
</tr>
<tr>
<td><strong>Finals Week—No Class Meeting</strong></td>
<td><strong>HAVE A GREAT SUMMER BREAK!</strong></td>
</tr>
<tr>
<td>DUE-Final Projects-Sound Story #3 Thursday, May 14&lt;sup&gt;th&lt;/sup&gt; at 5:00pm</td>
<td></td>
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</tbody>
</table>