Course Description
This course is designed to provide students with the advanced knowledge and skills related to the radio broadcasting industry. The course includes instruction and hands-on assignments in the following areas: impact of historical figures in radio, pre-production, live production, vocal skills, equipment, and radio rules and regulations.

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<thead>
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<th>Intended Grade Level</th>
<th>11-12</th>
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<td>Units of Credit</td>
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<td>Core Code</td>
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<td>Concurrent Enrollment Core Code</td>
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<td>Prerequisite</td>
<td>Radio Broadcasting 1</td>
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<tr>
<td>Skill Certification Test Number</td>
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<td>Test Weight</td>
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<td>License Type</td>
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<td>Required Endorsement(s)</td>
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<td>Endorsement 3</td>
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STRAND 1
Students will be able to identify and explain the impact technology and programming has on radio broadcasting.

Standard 1
Identify and explain the historical impact of technology on radio broadcasting.
- HD radio
- Satellite radio
- Portable music devices
- 10 second Delay of 2003
- Streaming internet radio
- BMI

Standard 2
Identify and explain the historical impact radio programming has had on radio broadcasting.
- War of the worlds
- Howard Stern
- ASCAP
- Television’s influence on radio

Performance Skill
Identify and explain the impact technology and programming has on radio broadcasting.
- Identify and explain the historical impact of technology on radio broadcasting.
- Identify and explain the historical impact radio programming has had on radio broadcasting.

STRAND 2
Students will be able to understand and demonstrate knowledge pre-production skills.

Standard 1
Identify and demonstrate audio editing software.

Standard 2
Identify and explain the role promotions have in broadcasting.

Standard 3
Identify and demonstrate imaging.

Standard 4
Identify and demonstrate tags.

Standard 5
Identify and demonstrate bumpers.
Standard 6
Identify and demonstrate segways.

Performance Skill
Understand and demonstrate knowledge pre-production skills.
- Identify and demonstrate audio editing software.
- Identify and explain the role promotions have in broadcasting.
- Identify and demonstrate imaging.
- Identify and demonstrate tags.
- Identify and demonstrate bumpers.
- Identify and demonstrate segways.

STRAND 3
Students will be able to demonstrate basic live production skills.

Standard 1
Identify and demonstrate live/cold reads.

Standard 2
Identify and demonstrate requests.

Standard 3
Identify and demonstrate developing on-air personality.

Standard 4
Identify and demonstrate play-by-play commenting.

Standard 5
Identify and demonstrate color commenting.

Standard 6
Identify and demonstrate sideline reporting.

Standard 7
Identify and demonstrate broadcast commentary.

Standard 8
Identify and demonstrate broadcast editorial.

Standard 9
Identify and demonstrate broadcast special interest story.

Performance Skill
Demonstrate basic live production skills.
- Identify and demonstrate live/cold reads.
- Identify and demonstrate requests.
- Identify and demonstrate developing on-air personality.
- Identify and demonstrate play-by-play commenting.
- Identify and demonstrate color commenting.
- Identify and demonstrate sideline reporting.
- Identify and demonstrate broadcast commentary.
- Identify and demonstrate broadcast editorial.
- Identify and demonstrate broadcast special interest story.

STRAND 4
Students will demonstrate knowledge of and identify key elements of post-production.

Standard 1
Identify and demonstrate public file.

Standard 2
Identify and demonstrate air check tape.

Standard 3
Identify and demonstrate demo tape.

Standard 4
Identify and demonstrate demographic ratings.

Performance Skill
Demonstrate knowledge of and identify key elements of post-production.
- Identify and demonstrate public file.
- Identify and demonstrate air check tape.
- Identify and demonstrate demo tape.
- Identify and demonstrate demographic ratings.

STRAND 5
Students will demonstrate vocal skills.

Standard 1
Identify and demonstrate proper breathing.

Standard 2
Identify and demonstrate articulation.

Standard 3
Identify and demonstrate projection.

Standard 4
Identify and demonstrate elements of speech.
Performance Skill
Demonstrate vocal skills.
- Identify and demonstrate proper breathing.
- Identify and demonstrate articulation.
- Identify and demonstrate projection.
- Identify and demonstrate elements of speech.

STRAND 6
Students will demonstrate an understanding of the radio broadcasting equipment.

Standard 1
Identify and demonstrate mixing board.

Standard 2
Identify and demonstrate transmitter.

Standard 3
Identify and demonstrate microphones.

Standard 4
Identify and demonstrate computer use as it relates to radio.

Standard 5
Identify and demonstrate the use of the phone as it relates to radio.

Performance Skill
Demonstrate an understanding of the radio broadcasting equipment.
- Identify and demonstrate mixing board.
- Identify and demonstrate transmitter.
- Identify and demonstrate microphones.
- Identify and demonstrate computer use as it relates to radio.
- Identify and demonstrate the use of the phone as it relates to radio.

STRAND 7
Students will demonstrate knowledge of the rules and regulations that govern radio broadcasting.

Standard 1
Define the role of the FCC as a governing agency.

Standard 2
Identify and demonstrate licensing.

Standard 3
Identify and demonstrate liability.
Standard 4
Identify and demonstrate copyright.

Standard 5
Identify and demonstrate music licensing.

Standard 6
Identify and demonstrate BMI.

Standard 7
Identify and demonstrate ASCAP.

Performance Skill
Demonstrate knowledge of the rules and regulations that govern radio broadcasting.
  • Define the role of the FCC as a governing agency.
  • Identify and demonstrate licensing.
  • Identify and demonstrate liability.
  • Identify and demonstrate copyright.
  • Identify and demonstrate music licensing.
  • Identify and demonstrate BMI.
  • Identify and demonstrate ASCAP.

STRAND 8
Students will be able to understand and practice copyright laws, ethics and legal issues as identified in United States Code Title 17 Chapter 1 Section 101.

Standard 1
Define copyright.

Standard 2
Other definitions:
  • Audiovisual works
  • Computer program
  • Copies
  • Copyright owner
  • Digital transmission
  • Financial gain
  • Pictorial, graphic, and sculptural works
  • Work of visual art

Standard 3
Practice ethics and rules governing radio (i.e. Editorial content must not be changed).
Standard 4
Practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit another’s work outside of fair use provisions).
- Time limitations
- Portion limitations
- Text material
- Illustrations and photographs
- Copying and distribution limitations

Standard 5
Demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

STRAND 9
Students will understand the importance of career readiness skills as it relates to the workplace and outlined in the SkillsUSA Framework – Level 2.

Standard 1
Understand and demonstrate reliability.
- Determine individual time management skills.
- Explore what’s ethical in the workplace or school.
- Demonstrate awareness of government.
- Demonstrate awareness of professional organizations and trade unions.

Standard 2
Understand and demonstrate responsiveness.
- Define the customer.
- Recognize benefits of doing a community service project.
- Demonstrate social etiquette.
- Identify customer expectations.

Standard 3
Understand resiliency.
- Discover self-motivation techniques and establish short-term goals.
- Select characters of a positive image.
- Identify a mentor.

Standard 4
Understand and demonstrate workplace habits.
- Participate in a shadowing activity.
- Explore workplace ethics: codes of conduct.
- Recognize safety issues.
- Perform a skill demonstration.
- Exercise your right to know.
Standard 5
Understand and develop initiative.
  • Develop personal financial skills.
  • Develop a business plan.
  • Investigate entrepreneurship opportunities.

Standard 6
Understand and demonstrate continuous improvement.
  • Conduct a worker interview.
  • Demonstrate evaluation skills.
  • Examine ethics and values in the workplace.
  • Develop a working relationship with a mentor.
  • Construct a job search network.