

**Department of Mass Communications**  
**MC 315-A Radio Practicum Section A**  
**SYLLABUS**

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Semester: Fall 2018  
Classroom: TV Studio  
Telephone: 662.254.3595

Textbook: No book Required

Students will apply principles learned in their classes to an actual newsroom environment involving gathering, writing, rewriting, producing, and reporting news and public affairs. Programs will be produced on WVSD-FM and the campus TV. Prerequisite: A minimum grade of "C" in MC 315-A by instructor permission.

Course Objectives \_

1. Knowledge of the Radio Equipment.
  2. Knowledge of how to work the equipment in the Radio Station
  3. Develop PSA's, Promos, Live Reads, etc.
  4. Be able to run a half-hour shift.
  5. Be able to develop at least four News, Public Affairs, Sports, and Entertainment Segments.
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Other Resources

1. Notes and handouts from instructor as deemed necessary.
2. Other radio stations and their programming.
3. Definition folder (see instructor for folder information).

Student Evaluation Criteria

1. Class Assignments
2. Quizzes / Challenge Questions
3. Mid Term
4. Final Exam
5. Class Participation
6. Attendance

Grading Scale

90 -100=A	80 - 89=B	70-79=C	60-69=D	Below 59 - 00=F
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### Make - Up - Policy

There are no make-up chances. If you miss an assignment, (granted if it's an excused assignment) you will be given an alternate assignment of equal value. In short, slackers usually fail my class.

### Cheating and or Plagiarism

Using someone's work as if it's your original creation and *or* failing to give credit to the original author on any work will carry a zero grade on that work. A second case of cheating and/or plagiarism by the same person will be reported to the Vice President of Academic Affairs. Cheating and/or plagiarism may lead to student expulsion from the program and from the university.

### Attendance Policy

Attendance is very important. Three un-excused absences for a 3-hour course yield a maximum overall grade of C in this course. This means if you have 2 un-excused in this class your maximum overall grade will begin at C and not exceed it.

### Punctuality

In this class, the policy is that a student who comes to class 10 minutes or more after the class has begun will be treated as an absentee even if he/she stays until the end of class.

### Other Class Policies

1. Late assignments will be accepted only if request are made prior to the due date and the Instructor's consent is given.
2. Only word process or type-written assignments will be accepted.
3. Profanity and the use of offensive language will not be tolerated at any time.
4. Changes to this syllabus are possible, but you will be appropriately informed should that become necessary.
5. On air assignments must be taken seriously and adequate air time is essential.
6. If you move something or take something out, put it back before you leave.
7. Come 15 minutes early to each air shift change.

### Course Outline/Schedule of Class Activities

Week 1	Introduction & Time Assignment.
Week 2	Tutorial of broadcasting equipment, and functions.
Week 3	Write and record PSA's Promos, Voice Tags, and Live Reads. Begin
Week 4	announcing at the board.
Week 5	Do half-hour live broadcast.
Week 6	Develop one of each--news, entertainment, sports, and public affairs segments. Do two, one-hour live broadcasts and record two developed segments of their choice.
Week 7	Repeat week six, three half hour live broadcast. Produce a thirty-minute show with previously recorded work.
Week 8	Do your choice of four, one-hour live broadcasts or two, two-hour live broadcasts.
Week 9	Students will continue with live Broadcasting over the air.

*Week 10*      Develop and record two segments of news, public affairs, sports and entertainment.

~~Week~~ *Week 11*      Produce a thirty-minute show with previously recorded work.

*Week 12*      Continue with producing your Shows.

Mid Semester Exam - TBA

Reading Days - TBA

Spring Semester Final Exam - TBA

**NOTE:** Students are required to write three PSAs and three  
Commercials due date will be announced during the first week of  
class..

Radio shift must be completed in order to pass the class. Any problems  
should be express with the instructor to see if provisions may be made

**HAVE A SUCCESSFUL FALL SEMESTER**