



RTV 209 Practicum, Spring 2013

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PAC 101

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Office hours: Tuesday and Thursday, 2-4 p.m.

COURSE INFORMATION

Course description (for 109, 209, 309 and 409): Supervised practice and instruction in audio/video and broadcast procedures both on-air and off. Students work in production, news, announcing, writing and other radio and television assignments on radio KKOM, KETR-FM, and KETV Cable Channel 3. Required of all majors and minors for each semester enrolled in RTV.

Student Learning Outcomes

Students will gain experience in broadcasting activities, including announcing, writing, audio production and social media that are applicable to radio, television and on-line communications.

COURSE REQUIREMENTS

RTV 209 – KKOM partner

Students will be assigned to a weekly KKOM airshift, for which they will partner with an RTV 109 student. The 209 student will be “in charge” of the shift. Other than partnering with the 109 student, the 209 student will be primarily responsible for the news/information aspect of KKOM programming. The 209 student will be assigned to write and announce Community Bulletin Board announcements and weather forecasts; and update the KKOM Facebook page.

In addition, the 209 student will produce at least one public service announcements (PSAs) or promo.

Grading

Attendance: 50%

Perfect attendance: A; one unexcused absence, B; two unexcused absences, grade of C; more than two unexcused absences, dropped from the course.

KKOM on-air work: 25%

A – Follows all directions, follows all KKOM rules (see attached), excellent writing, excellent announcing, always updates Facebook page, always finds “trending” discussion topic

B – Follows all directions, follows all KKOM rules (see attached), good writing, good announcing, almost always updates Facebook page, almost always finds “trending” discussion topics

C – Follows all directions, follows all KKOM rules (see attached), acceptable writing, acceptable announcing, sometimes updates Facebook page, sometimes finds “trending” discussion

D/F – Does not follow all directions, does not follow all KKOM rules (see attached), writing and/or announcing unacceptable or not completed, fails to update Facebook page, fails to find “trending” discussion topics (D or F, depending on the extent of poor performance).

Excellent writing – easy for announcer to read aloud; all essential facts (who, what, when, where) included; no spelling or grammatical errors; 15-30 seconds in length.

Excellent announcing – smooth reading of copy, no or few stumbles; clear and crisp enunciation; good expressiveness; good level of energy.

PSA/promo: 25% (see attached instructions)

One PSA or promo: C (if PSA/promo is worthy of a C).

Two PSAs or promo: B (if PSA/promos are worthy of a B).

Three PSAs or promo: A (if PSA/promos are together worthy of an A).

A student producing one PSA/promo cannot make higher than a C for that part of the course; two PSA/promos, not higher than B; three PSA/promos, may receive an A for that part of the course, if the work is worthy of an A.

PSA/promo 1 – due March 1 (promo # 1 will be late after this date)

PSA/promo 2 – due April 5 (if you’re doing 2-3 promos, promo #2 is late after this date)

PSA/promo 3 – due May 3 (promo #3 late after this date)

Assignments that are late will be penalized by one letter grade (10 points). After one week, they'll be penalized by 20 points.

Grade of A – excellent production (levels even, not too high or low; music beds and sound effects are appropriate to the message and effective); excellent announcing (see above); excellent writing (see above); :29 or :30 in length; completed on time.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services, Texas A&M University-Commerce

Halladay Student Services Building, Room 303 A/D.

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamu-commerce.edu

Student Conduct: All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures, 12.01.99.R0.05 Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty.

I reserve the right to make changes to this syllabus as necessary. Any such change will be announced to the students.

COURSE OUTLINE / CALENDAR

Weeks 1 and 2 – overview of the course

Remaining weeks – weekly KKOM shift, PSA deadlines as shown above

KKOM rules

KKOM has been in operation since 1975. It is heard over cable channel 3 and goes into thousands of local homes. Since 2005, KKOM has been streaming over the Internet – your friends and family can hear you wherever in the world they are.

When you are on KKOM, you represent the radio-TV program and Texas A&M University-Commerce. For that reason, you should always be as professional as possible. The rules below explain what it means to be “professional.”

YOUR GRADE IS LARGELY DETERMINED BY HOW WELL YOU OBSERVE THESE RULES.

Having said that, have fun with it. If you have fun, you’ll transmit that to the listener.

General rules

Read and initial all memos posted on the outside door. Read and reply to all e-mails you received concerning KKOM. This is crucial to your grade.

Show up at least 10 minutes before your shift, unless a class prevents this (in which case, you must make arrangements with Dr. Dempsey). You are considered late otherwise.

If you miss a shift without notifying Dr. Dempsey or your supervisor – loss of one letter grade. Miss two shifts without giving advance notice – dropped from the course, “F” grade assigned, off the station.

No food or drinks in the studio.

No visitors in KKOM for more than five minutes.

When the phone “rings” (lights up), answer it. It may be a listener, or it may be Dr. Dempsey or the program director. It is not acceptable to say, “I didn’t see the light.”

Profanity is not to be used in the KKOM facilities.

While you are on duty, you may leave the studio for several minutes at a time, as long as your programming (songs, etc.) is lined up and ready to go.

Record at least two breaks per shift for each student using Adobe Audition and your RTV 209 shared-network folder. Directions for this will be provided. This will allow you to have an aircheck, and will help Dr. Dempsey assess your work.

On-air rules

The program log is a paper document that shows which PSAs (or occasionally commercials) to play and when to take your stop sets (breaks). Note that a recorded liner is played before going back to music. The board operator is to check the PSAs, indicating that they played. Both students on the shift are to sign the program log, verifying that it is correct.

The weather forecast will be provided for you. Community Bulletin board items will be read from a notebook provided in the control room.

End the weather forecast by referring to the National Weather Service shortcut on the computer, which will give you current weather conditions.

Community Bulletin Board items that promote events this will be taking place within the next few days or weeks should be read much more frequently than the “evergreen” items that will not go out of date at any particular time. The evergreen items are mainly there in case we are short of more timely items.

Start and end all breaks using the liner cards – you may ad lib with your partner in the middle.

On each shift, one student will be the “disc jockey”/board operator while the other student is the “news/weather announcer” or sidekick. After two hours, they switch roles.

The disc jockey/board operator is responsible at all times for keeping a continuous flow of programming going, and for maintaining proper levels on the board. It’s the DJ/board op’s job to make sure the VU meters are peaking at 100% and (needle barely moving) nor too high (staying in the red). Supervisors: This is also a major part of your job.

Jocks: Be sure to wear headphones when you’re on the mic. It’s the only way you have to know that everything is OK.

Jocks: Do not speak for more than 30 seconds in a break, before you toss it to the “news” announcer.

Get to know your partner and have fun together on the air. Interact, joke, tease, etc., but keep it brief.

Back announce all music in all breaks, at least the performers’ names.

Be prepared when you open the microphone. Know exactly what you’re going to say. Jocks: Have your list of performers and song titles ready to back announce. “News” announcers: Have your Community Bulletin Board items and weather forecast ready. Read them over before you go on so that you sound like a professional on the air.

You may only play music that is in the Maestro (computer) system. You may not bring your own music to play. If you have music of your own that you think would be appropriate (suitable for a general audience), please allow the music director to borrow it. If the music director and Dr. Dempsey decide it’s appropriate, it will be added to the system.

You will have a weekly playlist made up of songs that are currently on the popular music charts. Play all of the songs on the playlist, not just the ones you like.

Follow the format clock – don’t break format. Play the appropriate music as it is shown on the clock.

Speak in a manner that says: “There’s no place I’d rather be than here right now, entertaining my friend, the listener.” Put some energy and enthusiasm into your voice and project a relaxed style.

Leave your problems outside the door when you arrive for your shift.

RTV 209: Instructions for producing projects

* Recording your voice:

Open Adobe Audition.

Record in “Edit View” (click the tab that says “Edit”).

The standard sampling rate of 44,100 is fine, so click “OK” when the box opens.

When you are ready to record, click the red button in the controls at the bottom left of the screen.

Switch mic “on” (switch is on the left side of the board)

Try to match levels on the board with the Adobe Audition meter at the bottom of the screen. But be most concerned with the level you see on the screen. You should get into the “yellow,” but not the “red.”

Press “stop” when done.

For all clips you produce, select “Normalize” under “Effects/Amplitude.” Normalize at 80%.

Use the “time selection” tool (looks like a cursor, in the tool bar) to select places in the recording you want to edit. Use the zoom controls at the bottom of the screen (they look like magnifying glasses) to look closely at just a few seconds of the recording. “Zoom to Selection” will be most useful. Then select (highlight, with the mouse) the area you want to cut, and press “delete.” To return to the full view of the recording, select “Zoom Out Full.”

Create a folder for "Project 1" (or "Project 2" or “Project 3” when the time comes for those projects) as a subfolder in your main folder under “RTV 209” on the C: drive and the desktop. (When you choose "Save As" under "File," a box will appear and an icon in the tool bar will let you create a new folder.)

IMPORTANT: SAVE SESSION AND ALL PARTS TO YOUR “PROJECT” FOLDER.

Assembling project:

NOTE: Do not make changes to music beds or sound effects without creating a new clip. To do this, go to edit view and choose “Copy to New” under “Edit.” Then make any changes you wish to the new clip and save it to your folder. **THIS IS VERY IMPORTANT;** otherwise you’ll mess up the sound effect or music bed for all of us.

Whether or not you make changes, save a copy of the music bed and/or sound effects to your folder.

Go to “Multi-track View” (will usually show four tracks)

Go to “Insert (in menu bar)/Audio”

Choose music bed in “Production Music” folder, under “Assignments” in “Radio Production”

Selection goes into window

Drag selection into Track 1 or 2

Go to “Insert/Audio” again

Choose your voice track from your folder

Selection goes into window

Drag voice track into Track 1 or 2 (whichever does not contain the music bed)

Position your voice track where you want it to begin

If you want to add sound effects, go to “Insert>Audio” and find a sound effect you like in the “Sound Effects” folder in the RTV 209 folder on the C: drive and the desktop.

If you edit (shorten) a sound effect, save it under a **new name** to your project folder. One way to do this is select the part of the sound effect you want, and choose “copy to new” under “Edit.” This will create a new clip which can be saved to your Project folder.

Sound effects may go in Track 3 and/or 4.

Lower the level of the music bed so that it does not overwhelm the voice. There are a couple of ways to do this:

- 1) If the voice and the music begin at the same time and both continue through the entire :30 piece, you may click on the “V” button in the music track, left click and drag down as far you think is necessary. You can see how much you are reducing the volume of the track in decibels.
- 2) If the music establishes (starts) first, and then the voice begins after a few seconds, you’ll need to lower the music just as the voice begins. To do this, click in the music track and select the “Volume Envelopes” icon in the tool bar. White Volume Envelope squares will appear at the top of the track on either end. At the approximate point where the voice begins, click at the top of music track: Another Volume Envelope will appear. Also ... click at the top of the music track at the approximate place where the voice ends. Another Volume Envelope appears. Left click on each of the new Volume Envelopes and drag down, and the music volume will be lowered between these two points. You’ll be able to see how much you’re lowering it. You your judgment and adjust. It’s not unusual to lower the music level by -20 db.

Listen to the entire piece. When it sounds like you want it to sound, save the multi-track session to your folder as “yourname.Project(1 or 2 or 3).ses.” **IMPORTANT:** The “.ses” is essential. Be sure it's there. Then go to “Edit” and choose “Mix Down to New File” (stereo). This will mix your elements into a single, stereo piece. Also save this to your file as “yourname.Project(1 or 2 or 3).Mix.wav.”

Normalize the entire piece as described above (“Edit/Amplitude/Normalize”) at 80%.

Finally, save a version of your production as an MP3. Save again, go to the “Save as type” box, and choose MP3.

Some extra tips for Adobe Audition 3.0

Adobe Audition 3.0 has many excellent features. One that is very helpful is that you can raise or lower levels on a selected portion of a track without effecting the rest of the track. (1) Select the area. (2) Double left-click on it. (3) Shift to “Edit” mode. (4) A “dial” appears with a “0” at the top. Dial left to lower the level, dial right to raise the level.

If you want to raise or lower the level of an entire track, go to “Edit” mode. Go to “Effects,” then “Amplitude and Compression,” then raise the level above or below 100%. Usually, raising or lowering the level by 20% or less will be enough. This could be used on a vocal track you’re using in the Multi-track assembly process, or on the finished mixdown.



MASS MEDIA, COMMUNICATION AND THEATRE

Document of understanding

I have read the syllabus for RTV 209.

By my signature, I acknowledge that I fully understand the requirements of the class and will abide by the rules and guidelines contained in the syllabus. I understand that failure to do so will result in my being dismissed from the class.

PRINT YOUR NAME LEGIBLY: _____

Signed _____ Date _____

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