



RTV 109 Practicum, Spring 2013

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PAC 130

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

Catalog 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.

109 Goals: Students will gain fundamental experience in radio broadcasting, including announcing, use of the audio console, and use of programming software, skills that are applicable to television and on-line communications as well as radio.

KKOM: Students will be given a live airshift (usually with a partner) on KKOM student radio, which is transmitted on local cable channel 3 and on the Internet (kkom.org). They typically work a four-hour shift with another student as a partner. KKOM shifts are scheduled from 2 p.m. to 11 p.m. Monday-Thursday, and 2 p.m. to 6 p.m. on Friday.

Normally, students have one shift per week. However, the number of students enrolled in RTV 109 may make it necessary to schedule your shift every other week.

During the course of the semester, there may be a few called meetings of the KKOM staff. You will be required to attend these meetings.

Grading elements: The student's grade will be based on the quality of the student's work, as judged by the instructor.

Factors to be considered in the judging of the quality of work:

KKOM:

- Punctuality and faithful attendance for assigned shifts. Observance of attached KKOM rules. 50%.
- Quality of air product. Good quality: “Tight,” with absence of “dead air” (silence); levels – absence of distortion, or levels that are too low, levels are even; competent operation of audio console and programming software. 25%.
- Quality of announcing: Diction/clarity; good level of energy; conversational quality; ability to read copy smoothly and accurately interpret its meaning. 25%.

The KKOM rules are attached.

Behavior: Students must at all times treat University staff and other students with courtesy and respect. Failure to do so, as judged by the instructor, may result in the student being dismissed from the class.

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.



MASS MEDIA, COMMUNICATION AND THEATRE

Document of understanding

I have read the syllabus for RTV 109.

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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