



RTV 215 Radio-TV Announcing, Fall 2013  
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### COURSE INFORMATION

Required Text: *Television and Radio Announcing*, 12<sup>th</sup> Edition  
Hyde & Ibrahim, ISBN-10: 0205901379 • ISBN-13: 9780205901371 ©2014

Supplemental text: (online): [http://www.cybercollege.com/typ\\_ind.htm](http://www.cybercollege.com/typ_ind.htm)

Reading modules will be listed on course outline, available as a handout on the first day of class.

Course Description: In this course we will learn the principles of announcing for radio and television including the preparation of commercials, news, and program continuity. This course presents an introduction to theory and practices in the broadcasting industry from the studio and production point of view and also incorporates non-traditional, online media production principles.

Student Learning Outcomes—the course is designed:

- To improve students effectiveness as communicators
- To develop essential announcing skills for media
- To provide an understanding of the terms, concepts and production skills of media performance
- To provide an understanding of historical developments, current activities and future possibilities in talent positions in traditional and digital media
- To acquaint the student with techniques used in audio and video production for the broadcasting industry and voice work applied to non-broadcast situations
- To help the student understand various methods and principles of broadcasting and related industries, including ‘new media’ applications.

### COURSE REQUIREMENTS

Blog Site: Students will be required to produce media and to upload their media onto a personal blog site that accepts audio and video playback. Students may use their own site if it allows the playback of such files. Otherwise, students will need to create a site from a free blog server such as [www.wikispaces.org](http://www.wikispaces.org).

[NOTE: If this requirement runs contrary to FERPA and the specific privacy needs of the student, a “special accommodation” may be requested wherein the student posts work

onto a private network to which the instructor has access. The special accommodation request must be made by the student to the professor.]

Assignments: Class work involves lecture discussion sessions but our chief activity is to record, play back, and evaluate student performances. Class will incorporate reading assignments but this course is largely a combination of lecture and performance. The readings and lectures are designed to improve student performance. For this reason, the majority of the assignments, and grades, are performance based.

Grading: Your grade will be determined by your improvement; creative approach to assignments; attendance and class participation; performance ability; quiz and examination scores; and contributions to the class as producers, directors, and crew members. You'll earn points for each performance during the semester. Your final grade will be determined by your earned points. There will be 5 quizzes, but I'll drop the lowest score for each student. Points will also be given for your work as a member of a production team. In lieu of a final exam, we will present final projects.

Quizzes	100
Performances	
60-sec radio commercial	50
On-campus interviews	50
60-sec PSA	50
"Personal Impressions"	50
Radio newscast	100
TV Commercial	100
Television Newscasts	100
Final Project: "Producer's Choice"	100
Improvement	100
Class participation (including attendance)	100
Assistance in productions	100

Points required for:

"A"— 900 +    "B"— 800-899    "C"— 700-799  
 "D"— 600-699    "F"— 599 and below

Make-Up Policies: In general, a missed exam or assignment results in a grade of zero (0) for that assignment. In the real world, missing an assignment has consequences. Producers who miss deadlines can lose their jobs. Similarly missing an exam or an assignment will have consequences. Only under extreme and verifiably circumstances would a make-up assignment or policy be allowed and will only be given partial credit. (Absolutely no A's on any makeup work.)

COMMUNICATION & SUPPORT
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Faculty/Student Commitment:

- To accomplish the course objectives, the instructor will be in class on time, and

prepared to guide each student's learning. Students should also be in class on time, committed to benefiting from the class time by being prepared, arriving on time, and staying involved the full class time.

- If at any time you are doing your part to do well in this course, but are having difficulty, please arrange a time and speak with me in my office. I cannot discuss your course status, grades or other information about your work or activities in the course just before class, during class time (including breaks), or immediately after class—nor can I discuss or respond to any of these issues via phone or e-mail.
- The keys to success in this class: Commit to learning the material we cover, read the required reading, take good notes in class and while reading, study the material as we go through it, ask questions in class about things you do not understand, and do the assigned work and turn it in on time.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance: Students arriving late are marked absent. Class begins at the scheduled starting time. Arriving late or leaving at any time, even if you return, will result in being marked absent. There are no excused or unexcused absences. Points related to attendance are based on missing in-class work as noted above, plus deductions of 10 points each time from your attendance grade starting with the 3rd late / absence. Excuse reports are not required for this class except as noted above. If you have an emergency reason to arrive late or leave early you should discuss this with the instructor in advance. Note: Very occasionally, an emergency break might be needed. You should expect to have no more than one of these per semester. The participation component of the Reports & Attendance grade is the instructor's subjective assessment of each student's involvement and contribution during class times--affected by but not limited to such issues as violating stated course policies, any inappropriate talking during class, disrupting class, late arrivals, and not taking notes during lectures, and quality of reports as described above. Children or other guests are not allowed in classes.

**IMPORTANT: STUDENTS WHO MISS MORE THAN THREE CLASSES MAY FAIL AUTOMATICALLY OR BE DROPPED FROM THE COURSE.**

### UNIVERSITY ATTENDANCE POLICY

13.99.99.R0.01 Class Attendance – “Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student's Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes in their course syllabi.” Students are responsible for reviewing remaining university attendance policy elements.

Academic Honesty: If you turn in work that is plagiarized, or take any action that violates TAMU- Commerce Academic Honesty policies, you will fail the course. All TAMU- Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student's Guide Handbook for the University Academic Honesty Policy. Plagiarism is the use of someone else's work as your own and/or failing to properly cite sources. Work submitted will be checked via an Internet search including

www.turnitin.com for each submission. Using a report you did not create or having someone else do any of your work violates Academic Honesty guidelines.

Classroom Policies: Students are expected to keep up with assigned reading and be prepared to answer questions in class--be sure you have done all required reading by the date noted on the course outline.

Electronic Devices: Turn off cell phones before entering the classroom. You may not use any electronic device in the classroom without specific permission from the instructor. Any electronic device (PDA, cell phone, iPod, iPad, etc.) brought to class must be turned off and stored off your desktop during class. Personal computers for note taking and media production are allowed subject to the following rule: If you are found texting, browsing the Internet, Facebooking, etc. you will be asked to leave the classroom at that time and will no longer be able to participate in the class. Students are expected to arrive to class on time and stay the entire class session.

Deadlines: Work not turned in on time will be late regardless of the reason—it is your responsibility to meet the deadline regardless of technical or other problems. Deadlines are always at the beginning of class in which anything is due. Work submitted incomplete will be marked as not submitted.

Behavior: “Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education.” -- Texas A&M University System Student Rights and Obligations

“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,

*Anyone who persists in disruptive behavior will be permanently removed from class.*

A few other words and restatements on classroom behavior:

- No leaving during class, unless ill. Go to the bathroom and/or get a drink before class. We will have class breaks.
- Take notes. You won’t accomplish much by just being here to warm the chair.
- Class requirements are the same for those who do and don’t have jobs and other outside responsibilities. At a conference recently, an employer reminded job seekers, ‘We all have lives. Things going on in your life don’t change our work expectations of you.’
- Turn off cell phones and similar devices when you come into class and put them away.
- You may bring drinks or food into class, but use good manners while eating or

drinking, and remove all trash when you leave. No food or drinks in production rooms.

- Read chapters in advance. Be prepared to talk about them.

ADA Statement: 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  
Gee Library 132  
Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148  
[StudentDisabilityServices@tamu-commerce.edu](mailto:StudentDisabilityServices@tamu-commerce.edu)

#### EARLY INTERVENTION FOR FIRST YEAR STUDENTS:

Early intervention for freshmen is designed to communicate the University's interest in their success and a willingness to participate fully to help students accomplish their academic objectives. The university through faculty advisors and mentors will assist students who may be experiencing difficulty to focus on improvement and course completion. This process will allow students to be knowledgeable about their academic progress early in the semester and will provide faculty and staff with useful data for assisting students and enhancing retention. Grade reports will be mailed by the end of the sixth week of the semester.

COURSE SCHEDULE
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The Course Schedule will be distributed in-class on the first day. I maintain the right to make changes as needed, in my judgment, to the schedule and syllabus. Such changes will be reprinted on the course outline and announced to the class.

#### READ THIS AGAIN AND AGAIN UNTIL IT'S FIRMLY IN YOUR THOUGHTS:

The course outline for this course is the key to keeping up with the course and accomplishing the objectives stated above. You will find important information related to the materials we cover week to week. Set aside specific times in your schedule to do the assigned reading, using the course outline as a guide to some of the major terms and ideas. If the course outline shows under Week 1 that you are to have read Chapter 1, it means that on Thursday of the class that week, you may be asked questions about that reading. Showing lack of knowledge and/or lack of having read the assigned chapter will reduce your participation grade every time it occurs. This will be measured by such methods as quizzes, directed questions during class discussions, and instructor's assessment of a student's apparent knowledge during class discussions.

ALSO GO BACK and review the technology policy above.