

Radio Broadcasting

Introduction:

The Radio Broadcasting module demonstrates the variety of knowledge and skills needed in this industry. Students produce radio programs and commercials using authentic equipment. They also learn about government regulations, the media industry, and career opportunities.

Module Details:

First, students are introduced to the Federal Communications Commissions guidelines and protocols for the radio broadcasting industry. They learn about radio-broadcasting equipment, including a CD player, cassette recorder, amplifier, speakers, microphone, mixing panel, cables, and wiring harness components. Students use this equipment and apply their new skills to perform production techniques. With this background, students further develop their technical skills, as well as creative talents. They produce radio broadcasts, complete with deejay chatter, music, commercials, newscasts and public service announcements. Then, they perform and record their programs and broadcast (nothing is sent over real airwaves).

Module Hints:

- Take notes on module lessons, and use them on module lessons quizzes and post tests.
- Retake anything that you get a bad grade on!!!

Module Grades:

1. Pretest: Students will receive a 100 for taking the pretest.
2. Workbook grades are taken from the average of lesson quizzes.
3. Post Test use notes to take post tests. Post test maybe retaken.
4. Module Report: needs to be completed before module will be graded

GRADE DESCRIPTION	%
<u>Pretest Score:</u>	
<u>Work Book Assignments</u>	
Lesson 1 Introduction to Radio	
Lesson 2 The Radio Studio	
Lesson 3 Commercial Production	
Lesson 4 Broadcast Writing	
Lesson 5 Production	
Lesson 6 The Newsroom	
Lesson 7 Radio Broadcast	
<u>Work Book Score:</u>	
<u>Post Test Score:</u>	

Lesson 1 Introduction to Radio- Lesson Hotspots: Take notes on these items.

Frequencies	
Audio	
Modulation	
Guglielmo Marconi	
Commercial	
RCA	
Federal Radio Commission	
Great Depression	
Binary Number code	
SDARS	Satellite Digital Audio Radio Services

Name: _____ Block: _____ Date: _____

Radio Broadcasting

Copy	
Mixing Board	
Input Devices	
Tone Equalization	
Special Effects	
Compact Disc Player	
Radio Shows	
Omni-directional	
Uni-directional	
FOUR RULES for Speaking into a Microphone	<ol style="list-style-type: none"> 1. 2. 3. 4.
Trim	
Feedback	
1899	
1912	
1928	
1942	
2000	

Lesson 2 The Radio Studio- Lesson Hotspots: Take notes on these items.

On-air studio	
Production Studio	
Cue	
Sound Source	
Introduction	
Broadcast	
Headphones	

Name: _____ Block: _____ Date: _____

Radio Broadcasting

Volume Controls	
Cueing	
Microphone	

Lesson 3 Commercial Production- Lesson Hotspots: Take notes on these items.

Drive time	
Produce	
Radio Spot	
Dialog	
Straight-read	
Multi-voice Commercial	
Dialog Commercial	
Jingle	

Lesson 4 Broadcast Writing- Lesson Hotspots: Take notes on these items.

Conversational	
Period	
Colon	
Dash	
Underlining	
5 THINGS TO REMEMBER about broadcast writing	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
UPI	
AP	
Rewrite	
Five W's of Journalism	
Attribution	

Name: _____ Block: _____ Date: _____

Radio Broadcasting

Actuality	
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Lesson 5 Production- Lesson Hotspots: Take notes on these items.

Station ID	
Image	
PSA	
Station	
Call Letters	
AM Frequency range	
FM Frequency range	

Lesson 6 The Newsroom - Lesson Hotspots: Take notes on these items.

Basic Guidelines about broadcast news	1. 2. 3. 4. 5.
SIMPLE	
Objective	

Lesson 7 Radio Broadcast - Lesson Hotspots: Take notes on these items.

5 Departments of Radio	1. 2. 3. 4. 5.
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