

Advanced Radio

Curriculum Content Frameworks

Please note: All assessment questions will be taken from the knowledge portion of these frameworks.

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Curriculum Content Frameworks

Advanced Radio

Grade Levels: 11, 12

Prerequisite: Intermediate Radio

Course Code: 493400 Lab 493410

Course Description: This independent production based program is designed to provide the advanced radio student the opportunities to master the skills and knowledge needed to begin a comprehensive career in radio broadcasting.

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Unit 1: Management

Hours: 20

Terminology: Account executive, Anchor, Announcer, Business manager, Copywriter, DJ, Engineer, GM, MD, News director, Operator, PD, Production director, Promotion director, Reporter

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application		Skill Group	Skill	Description
1.1 Define terms	1.1.1	Use terminology appropriately in context	Foundation	Speaking	Uses technical terms as appropriate to audience [1.5.2]
1.2 Discuss management responsibilities	1.2.1	Demonstrate manager responsibilities	Personal Management	Responsibility	Comprehends ideas and concepts related to radio station management [3.4.2]
	1.2.2	Demonstrate program manager responsibilities	Interpersonal	Leadership	Delegates responsibility to an individual within the group or team [2.4.4]
	1.2.3	Demonstrate news director responsibilities	Interpersonal	Leadership	Conveys attitudes and values of group to others [2.4.2]
	1.2.4	Demonstrate sales manager responsibilities	Interpersonal	Leadership	Organizes group in planning and performing radio sales events [2.4.9]
	1.2.5	Demonstrate traffic director responsibilities	Interpersonal	Leadership	Directs individuals in the performance of a specific task [2.4.5]
1.3 Discuss managerial hierarchy	1.3.1	Perform managerial duties as a team	Interpersonal	Teamwork	Works effectively with others to reach common goals [2.6.6]

Unit 2: Production

Hours: 40

Terminology: Ambient, Bed, Board, Bridge, Cardioid, Condenser, Console, Control room, Cue, Cut, Directional, Dynamic, Element, Gain, Input, Level, Line, Mix, Pot, Production, Unidirectional, Volume, VU, XLR

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.1 Define terms	2.1.1 Use terminology appropriately in context	Foundation	Speaking	Uses technical terms as appropriate to audience [1.5.2]	
2.2 Discuss steps to completing a production (field, on-air, commercial, podcast)	2.2.1 Demonstrate the proper use of field equipment	Foundation	Science	Uses equipment and techniques according to nature of event [1.4.23]	
	2.2.2 Apply field production techniques	Foundation	Science	Chooses appropriately from a variety of techniques to complete a task [1.4.8]	
	2.2.3 Program clocks for radio show	Foundation	Writing	Composes and creates documents, graphs and flow charts, for day parts [1.6.8]	
	2.2.4 Complete production projects (on-air checks, news and/or play by play, written and produced commercial, written and produced PSAs, podcasts of news and/or play by play, liners, beds)	Thinking	Problem Solving	Comprehends ideas and concepts related to the radio production process [4.4.1]	
	2.2.5 Produce a radio show using a specific format (country, hip hop, classic rock, etc.) and all learned elements (news, written and produced commercial, written and produced PSAs, liners)	Thinking	Creative Thinking	Creates a new design by applying specified criteria [4.1.3]	
	2.2.6 Perform interview from industry professional	Thinking	Reasoning	Applies rules and principles to a new situation and audience [4.5.1]	

Unit 3: Announcing

Hours: 40

Terminology: Air check, Articulation, Back time, Combo, Cross-fade, Dead air, Front-sell, Inflection, Phrasing, Slate, Warm-up

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
3.1 Define terms	3.1.1 Use terminology appropriately in context	Foundation	Speaking	Uses technical terms as appropriate to audience [1.5.2]	
3.2 Discuss proper announcing techniques	3.2.1 Build show prep	Thinking	Creative Thinking	Prepares presentation based on subject research, interviews, news, etc. [4.1.10]	
	3.2.2 Conduct on-air show	Personal Management	Responsibility	Maintains a high level of concentration in completion of a task [3.4.7]	
	3.2.3 Conduct on-air interviews	Foundation	Listening	Comprehends ideas and concepts related to the effective radio interview [1.2.1]	

Unit 4: Workplace Skills Development

Hours: 20

Terminology: Attitude, Budget, Cover letter, Evaluation, Interpersonal skills, Interview, Job duties, Portfolio, Resume, Teamwork, Timeline, Timeliness

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
4.1 Define terms	4.1.1 Use terminology appropriately in context	Foundation	Speaking	Uses technical terms as appropriate to audience [1.5.2]	
4.2 Explain the connection between taking responsibility and success on the job	4.2.1 Evaluate the success of a particular project	Personal Management	Career Awareness, Development, and Mobility	Analyzes own knowledge, skills and ability [3.1.2]	
	4.2.2 Explain personal and organization consequences of meeting or failing to meet performance requirements	Personal Management	Responsibility	Accepts responsibility for position success or failure [3.4.1]	
4.3 Examine the components of a career portfolio	4.3.1 Revise personal resume and cover letter	Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]	
	4.3.2 Collect samples of work (on-air check, news and/or play by play, written and produced commercials, written and produced PSAs, podcasts of news and/or play by play, liners, beds)	Foundation	Listening	Evaluates oral and audio information and presentations [1.2.2]	
	4.3.3 Collect references, letters of recommendation, and documentation of certifications, honors, and awards	Personal Management	Self-Esteem	Presents positive personal references of education and work experience [3.5.8]	
4.4 Reinforce interviewing techniques	4.4.1 Demonstrate proper interviewing skills	Foundation	Speaking	Uses verbal language and other cues such as body language appropriate in style , tone, and level of complexity to the audience and the occasion [1.5.14]	
4.5 Explain the effects of career awareness	4.5.1 Invite public speakers	Personal Management	Career Awareness, Development, and Mobility	Explores career opportunities [3.1.6]	
	4.5.2 Take field trips	Personal Management	Self-Esteem	Develops and initiates a plan for self-improvement [3.5.4]	
	4.5.3 Explore job shadowing opportunities	Thinking	Decision Making	Evaluates information to make best decision [4.2.5]	

Glossary

Unit 1: Management

1. Account executive – person who maintains contact with advertising clients
2. Anchor – person who delivers the news
3. Announcer – the person who speaks to the audience
4. Business manager – person responsible for the station's financial matters
5. Copywriter – person who produces written work for production
6. DJ – disk jockey, announcer
7. Engineer – person responsible for equipment operation and maintenance
8. GM – general manager
9. MD – music director
10. News Director – person who directs the news department
11. Operator – person who controls the equipment operation
12. PD – program director
13. Production director – manager of the production process
14. Promotion director – manager of the promotions department
15. Reporter – person who gathers the news

Unit 2: Production

1. Ambient – background or extraneous sound
2. Bed – background music
3. Board – audio mixing console
4. Bridge – sound between program segments
5. Cardioid – heart shaped pick up pattern, rejects sound from the rear
6. Condenser – microphone with capacitive electrical element
7. Console – a device to mix sources
8. Control room – area where the program is adjusted or controlled
9. Cue – a signal to begin the next segment
10. Cut – a segment of recorded sound
11. Directional – to pick up sound from only one direction
12. Dynamic – coil moving through a magnetic field in response to sound vibration
13. Element – microphone part that transduces sound into electrical energy
14. Gain – volume or amplification
15. Input – terminal receiving incoming signal
16. Level – audio measurement
17. Line – connection used for audio transmission
18. Mix – to combine sources

Unit 2: Production

- 19. Pot – potentiometer, a device to control volume
- 20. Production – to combine sounds into a finished product
- 21. Unidirectional – to pick up sound from one direction only
- 22. Volume – audio level
- 23. VU – volume unit
- 24. XLR – three pin audio connector

Unit 3: Announcing

1. Air check – on-air recording of a performer
2. Articulation – clarity of speaking sound
3. Back time – timing to end at a certain point
4. Combo – to combine announcing and engineering duties at a console
5. Cross-fade – gradual replacement of one sound with another
6. Dead air – unplanned silence during a program
7. Front-sell – announce event or selection before it is played
8. Inflection – announcer's use of tone and pitch
9. Phrasing – announcer's use of timing and pace
10. Slate – to mark the beginning of a taped segment
11. Warm-up – preparation of the voice before going on the air

Unit 4: Workplace Skills Development

1. Attitude – over-all outlook and state of mind
2. Budget – an itemized list of expected income and expense for a given time
3. Cover letter – a personalized page that serves as an introduction to a resume, application, or proposal
4. Evaluation – an examination or judgment of an employee's work efficiency
5. Interpersonal skills – a person's ability to operate within business organizations through social communications and interactions
6. Interview – to effectively present oneself and convey employment qualifications
7. Job duties – a detailed description of responsibilities for a specific position of employment
8. Portfolio – a document containing assessments, work samples, education, skills, goals, and plans used for education or job application
9. Resume – a formal document that sums up a person's professional and educational experience
10. Teamwork – to work with others, share ideas, and to help each other
11. Timeline – a schedule of short and long term goals
12. Timeliness – to be prompt and to manage time effectively