

Fundamentals of Radio

Curriculum Content Frameworks

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

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Grade Levels: 9, 10, 11, 12

Prerequisite: None

Course Code: 493380 Lab 493410

Course Description: This core program is designed to provide practical knowledge and skill in preparation for a career in radio broadcasting.

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Unit 1: History and Trends

Hours: 5

Terminology: AM, AP, CD, CPB, DBS, Digital radio, FM, HD radio, Internet radio, NAB, Podcast, RSD, SDARS

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 Spell, define and pronounce terminology correctly	Foundation	Reading	Applies and understands technical words that pertain to radio [1.3.6]	
	1.1.2 Apply radio terms appropriately	Foundation	Writing	Applies/Uses technical words and concepts related to radio. [1.6.4]	
1.2 Explain the history of the radio	1.2.1 Discuss and identify important aspects of the radio industry	Foundation	Speaking	Ask questions to obtain information [1.5.4] Organizes ideas and communicates oral messages to listeners [1.5.7]	
		Thinking	Decision Making	Evaluates information/data to make the best decision [4.2.5]	
1.3 Identify current trends in radio	1.3.1 Compare and contrast past, current, and future trends with the development of technology	Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]	
		Thinking	Reasoning	See relationship between two or more ideas, objects, or situations [4.5.5]	

Unit 2: Legal Issues in Radio

Hours: 5

Terminology: ASCAP, BMI, Call letters, CFR, Communications Act of 1934, Copyright, EAS, Ethics, FCC, PICON, SESAC, Slander

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	Spell, define and pronounce terminology correctly	Foundation	Reading	Applies and understands technical words that pertain to radio [1.3.6]
	2.1.2	Apply radio terms appropriately	Personal Management Skills	Responsibility	Comprehends ideas and concepts related to radio [3.4.2]
2.2 Define FCC rules and regulations	2.2.1	Demonstrate working knowledge of FCC rules and regulations	Personal Management Skills	Organizational Effectiveness	Applies knowledge to implement work-related system or practice [3.3.4]
	2.2.2	Identify the requirements of the legal station identification	Foundation	Speaking	Organizes ideas and communicates oral messages to listeners [1.5.7]
	2.2.3	Conduct legal station identification	Personal Management Skills	Career Awareness, Development, and Mobility	Establishes and implements a plan of action [3.1.5]
2.3 Discuss the purpose and procedures for Emergency Alert System	2.3.1	Demonstrate EAS procedures	Personal Management Skills	Organizational Effectiveness	Applies knowledge to implement work-related system or practice [3.3.4]

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	
2.4 Discuss broadcast ethics in radio (FCC, National Association of Broadcasters, and Arkansas Broadcasters Association)	2.4.1 Classify and analyze what constitute plagiarism	Foundation	Speaking	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11]	
		Thinking	Decision Making	Evaluates information/data to make best decision [4.2.5]	
	2.4.2 Classify and analyze the levels of copyright infringement	Foundation	Speaking	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11]	
		Thinking	Decision Making	Evaluates information/data to make best decision [4.2.5]	
	2.4.3 Classify and analyze the levels of licensing (BMI, SESAC, ASCAP)	Foundation	Speaking	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11]	
		Thinking	Decision Making	Comprehends ideas and concepts related to radio [4.2.2]	
	2.4.4 Explain the Freedom of Information Act	Foundation	Speaking	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11]	
		Thinking	Reasoning	Extracts rules or principles from written information [4.5.4]	

Unit 3: Audio Production

Hours: 30

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	
3.1 Define terms	3.1.1 Spell, define and pronounce terminology correctly	Foundation	Reading	Applies and understands technical words that pertain to radio [1.3.6]	
	3.1.2 Apply radio terms appropriately	Personal Management Skills	Responsibility	Comprehends ideas and concepts related to radio [3.4.2]	
3.2 Identify different types of microphones	3.2.1 Demonstrate the proper use of microphones	Personal Management Skills	Responsibility	Maintains a high level of concentration in completion of a task [3.4.7]	
	3.2.2 Demonstrate the pick-up patterns of microphones	Personal Management Skills	Responsibility	Maintains a high level of concentration in completion of a task [3.4.7]	
	3.2.3 Classify different types of microphones	Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]	
3.3 Identify audio connectors	3.3.1 Demonstrate proper audio connector	Personal Management Skills	Responsibility	Pays close attention to details [3.4.8]	
3.4 Explain the features of an audio-mixer console	3.4.1 Demonstrate proper sound levels for the microphone and audio-mixer console	Personal Management Skills	Responsibility	Sets high standards for self in completion of a task [3.4.9]	
	3.4.2 Use an audio-mixer console	Personal Management Skills	Responsibility	Comprehends ideas and concepts related to radio [3.4.2]	
	3.4.3 Produce an audio recording	Thinking	Seeing Things in the Mind's Eye	Visualizes a finished product [4.6.4]	

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	
3.5 Identify the components of a multi-track digital editing station	3.5.1 Explain the operational features and uses of a multi-track digital editing system	Foundation	Speaking	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11]	
		Thinking	Reasoning	Extracts rules or principles from written information [4.5.4]	
	3.5.2 Compose a music and effects bed	Personal Management Skills	Responsibility	Exerts a high level of effort and perseverance towards goal attainment [3.4.4]	
	3.5.3 Integrate music and effects into an audio recording	Foundation	Science	Uses equipment and techniques related to Radio 1.4.23	
Personal Management Skills		Responsibility	Maintains a high level of concentration in completion of a task [3.4.7]		
3.5.4 Explain and demonstrate the operational features and uses of podcasting	Foundation	Science	Uses equipment and techniques related to Radio 1.4.23		
		Personal Management Skills	Responsibility	Maintains a high level of concentration in completion of a task [3.4.7]	
	3.6.1 Follow proper safety procedures for audio equipment	Foundation	Science	Follows safety guidelines [1.4.15]	
		Personal Management Skills	Integrity/Honesty/Work Ethic	Complies with safety and health rules in a given work environment [3.2.2]	
3.6.2 Follow proper safety procedures for evacuation	Foundation	Science	Follows safety guidelines [1.4.15]		
3.6.3 Follow proper safety guidelines and procedures for injuries	Personal Management Skills	Integrity/Honesty/Work Ethic	Complies with safety and health rules in a given work environment [3.2.2]		
3.6.4 Follow proper housekeeping procedures for classroom and lab areas	Foundation	Reading	Reads and follows instructions to operate technical equipment [1.3.19]		
3.6.5 Perform maintenance check on equipment	Personal Management Skills	Integrity/Honesty/Work Ethic	Follows established rules, regulations, and policies [3.2.5]		

Unit 4: Radio Writing

Hours: 10

Terminology: Ad lib, Announcement, Commercial, Copy, Fact sheet, Flight, Jingle, Liner, Promo, SFX, Spot, Stinger, Tag, Talent, Traffic, Voice tracking

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 Spell, define and pronounce terminology correctly	Foundation	Reading	Applies and understands technical words that pertain to radio [1.3.6]	
	4.1.2 Apply radio terms appropriately	Personal Management Skills	Responsibility	Comprehends ideas and concepts related to radio [3.4.2]	
4.2 Summarize the process for establishing goals for commercials/PSA/ Underwriting	4.2.1 Establish goals for commercials/PSA/Underwriting	Foundation	Writing	Communicates thoughts, ideas, and facts in a clear, concise manner [1.6.6]	
		Thinking	Creative Thinking	Identifies new goals and objectives [4.1.8]	
4.3 Discuss product appeal in relation to writing a commercial/PSA/Underwriting	4.3.1 Create a commercial/PSA/Underwriting using product appeal	Foundation	Speaking	Organizes ideas and communicates oral messages to listeners [1.5.7]	
		Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
		Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	

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	
4.4 Identify writing styles used for commercials/PSA/Underwriting/Promo/Liner	4.4.1 Create commercials/PSA/Underwriting utilizing various styles	Foundation	Writing	Communicates thoughts, ideas, and facts in a clear, concise manner [1.6.6]	
		Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
		Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	
4.5 Explain the methods used to integrate music and effects into a commercial/PSA/Underwriting/Promo/Liner	4.5.1 Compose a commercial/PSA/ Underwriting with music and effects	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
		Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	

Unit 5: News Writing

Hours: 10

Terminology: Actuality, Ambient, Attribution, Bite, Hard news, Kicker, Lead, Rip'n'read, Slug, Soft news

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
5.1 Define terms	5.1.1 Spell, define and pronounce terminology correctly	Foundation	Reading	Applies and understands technical words that pertain to radio [1.3.6]
	5.1.2 Apply radio terms appropriately	Personal Management	Responsibility	Comprehends ideas and concepts related to radio [3.4.2]
5.2 Identify roles of a news reporter	5.2.1 Demonstrate the different roles of a news reporter	Foundation	Writing	Communicates thoughts, ideas, or facts in a clear, concise manner [1.6.6]
		Interpersonal Skills	Cultural Diversity	Works effectively with men and women from diverse backgrounds - ethnic, social, educational, etc. [2.2.5]
5.3 Discuss common news gathering techniques	5.3.1 Apply news gathering techniques	Foundation	Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
		Personal Management	Responsibility	Comprehends ideas and concepts related to radio [3.4.2]
		Thinking	Creative Thinking	Prepares presentation based on subject research, interviews, surveys [4.1.10]

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
5.4 Discuss objectivity in news writing and reporting	5.4.1 Demonstrate fairness, factuality, and nonpartisanship in news writing and reporting	Foundation	Writing	Evaluates written information for appropriateness/content/clarity [1.6.9]
		Foundation	Speaking	Speaks in a clear, concise manner [1.5.12]
		Thinking	Integrity/ Honesty/ Work Ethic	Chooses ethical course of action [3.2.1]
5.5 Explain the basic format of news writing	5.5.1 Demonstrate the ability to use inverted pyramid style	Thinking	Decision Making	Comprehends ideas and concepts related to Radio [4.2.2]
	5.5.2 Use descriptive terminology	Thinking	Creative Thinking	Combines ideas or information in a new way [4.1.2]
	5.5.3 Demonstrate the ability to write a lead	Foundation	Writing	Evaluates written information for appropriateness/content/clarity [1.6.9]
	5.5.4 Demonstrate the ability to use 5-Ws and H format	Thinking	Decision Making	Comprehends ideas and concepts related to Radio [4.2.2]
	5.5.5 Discuss how to classify news stories	Foundation	Speaking	Organizes ideas and communicates oral message to listeners [1.5.7]
	5.5.6 Classify and analyze news stories and rank them by importance	Thinking	Creative Thinking	Combines ideas or information in a new way [4.1.2]

Unit 6: 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	
6.1 Define terms	6.1.1 Spell, define and pronounce terminology correctly	Foundation	Reading	Applies and understands technical words that pertain to radio [1.3.6]	
	6.1.2 Apply radio terms appropriately	Personal Management	Responsibility	Comprehends ideas and concepts related to radio [3.4.2]	
6.2 Discuss proper voice and diction skills	6.2.1 Utilize voice and diction skills in various practicum's	Foundation	Speaking	Speaks in a clear, concise manner [1.5.12]	
		Foundation	Speaking	Uses proper voice inflection [1.5.13]	
		Personal Management	Responsibility	Sets high standards for self in completion of a task [3.4.9]	
	6.2.2 Apply voice tracking techniques	Foundation	Speaking	Speaks in a clear, concise manner [1.5.12]	
		Foundation	Speaking	Uses proper voice inflection [1.5.13]	
		Foundation	Reading	Reads and follows instructions to operate technical equipment [1.3.19]	
6.3 Discuss skill needs of an on-air announcer	6.3.1 Demonstrate skills needed as an on-air announcer	Foundation	Speaking	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11]	
		Foundation	Speaking	Uses proper voice inflection [1.5.13]	
		Personal Management	Self-Esteem	Presents positive image of personal attitudes and abilities [3.5.7]	
		Thinking	Reasoning	Comprehends ideas and concepts related to Radio [4.5.2]	

Unit 7: Management

Hours: 5

Terminology: Account executive, Anchor, Announcer, Business manager, Copywriter, DJ, Engineer, GM, MD, News director, Operator, PD, 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	
7.1 Define terms	7.1.1 Spell, define and pronounce terminology correctly	Foundation	Reading	Applies and understands technical words that pertain to radio [1.3.6]	
	7.1.2 Apply radio terms appropriately	Personal Management	Responsibility	Comprehends ideas and concepts related to radio [3.4.2]	
7.2 Discuss radio management skills	7.2.1 Design a management job description	Foundation	Writing	Organizing information in an appropriate format [1.6.10]	
		Thinking	Seeing Through the Mind's Eye	Visualizes a finished product [4.6.4]	
	7.2.2 Perform management duties	Interpersonal Skills	Leadership	Conveys attitudes and values of group to others [2.4.3]	
		Interpersonal Skills	Teamwork	Works effectively with others to reach a common goal [2.6.6]	
		Thinking	Seeing Through the Mind's Eye	Visualizes a system's operation from schematics [4.6.3]	

Unit 8: Workplace Skills Development

Hours: 15

Terminology: Attitude, Career vs. Job, Ethics, Goals, Leadership, Legal, Resources, Supplies, Teamwork, 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	
8.1 Define terms	8.1.1 Spell, define and pronounce terminology correctly	Foundation	Reading	Applies and understands technical words that pertain to radio [1.3.6]	
	8.1.2 Apply radio terms appropriately	Personal Management	Responsibility	Comprehends ideas and concepts related to radio [3.4.2]	
8.2 Identify interpersonal skills essential to workplace success	8.2.1 Discuss how timeliness and attendance relate to workplace success	Personal Management	Integrity/Honesty/ Work Ethic	Describes desirable worker characteristics [3.2.3]	
	8.2.2 Demonstrate timeliness and regular attendance	Personal Management	Responsibility	Displays high standards of attendance [3.4.5]	
		Personal Management	Responsibility	Is punctual to class, school meetings, and work [3.4.6]	
		Personal Management	Responsibility	Sets high standards for self in completion of a task [3.4.9]	
	8.2.3 Discuss how appropriate dress and personal cleanliness relate to workplace success	Personal Management	Integrity/Honesty/ Work Ethic	Describes desirable worker characteristics [3.2.3]	
	8.2.4 Demonstrate appropriate dress and cleanliness	Personal Management	Self-Esteem	Creates self-confidence and positive self-image through proper grooming [3.5.3]	
8.2.5 Discuss how maintaining workplace cleanliness is important to workplace success	Thinking	Reasoning	Sees the relationship between two or more ideas, objects, or situations [4.5.5]		
8.2.6 Demonstrate workplace cleanliness	Personal Management	Personal Management	Self-Esteem	Creates self-confidence and positive self-image through proper grooming [3.5.3]	

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
	8.2.7 Discuss appropriate work ethics	Personal Management	Integrity/Honest/Work Ethic	Describes/Explains significance of integrity, honesty, and work ethics [3.2.4]
	8.2.8 Demonstrate appropriate work ethics	Personal Management	Integrity/Honest/Work Ethic	Chooses ethical course of action [3.2.1]
		Personal Management	Integrity/Honest/Work Ethic	Follows established rules, regulations and policies [3.2.5]
	8.2.9 Discuss communication, leadership, and teamwork skills essential to workplace success	Personal Management	Integrity/Honesty/Work Ethic	Describes desirable worker characteristics [3.2.3]
	8.2.10 Demonstrate effective basic oral communication	Foundation	Speaking	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11]
		Foundation	Speaking	Responds to listener feedback [1.5.10]
	8.2.11 Demonstrate effective basic written communication	Foundation	Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
	8.2.12 Demonstrate the ability to make basic decisions regarding production responsibility	Thinking	Decision Making	Evaluates information/data to make best decision [4.2.5]
	8.2.13 Demonstrate the ability to work effectively as a part of a team	Interpersonal Skills	Teamwork	Works effectively with others to reach a common goal [2.6.6]
8.3 Identify basic resources commonly used in the radio industry	8.3.1 Use brainstorming techniques to identify resources used in the production and delivery of a particular product	Interpersonal Skills	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]
	8.3.2 Discuss how individual resources affect the production and delivery of a particular product	Thinking	Reasoning	Sees the relationship between two or more ideas, objects, or situations [4.5.5]
	8.3.3 Discuss how timeliness of resource acquisition affects the production and delivery of a particular product	Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]

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	
8.4 Explore career opportunities in the radio industry	8.4.1 Use brainstorming techniques to identify careers associated with the radio industry	Interpersonal Skills	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]	
	8.4.2 Discuss the knowledge, skills, and abilities (KSA) needed to be successful in at least three careers in the radio industry	Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]	
	8.4.3 Discuss the expected growth and potential income of at least three careers in the radio industry	Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]	
	8.4.4 Discuss the process of establishing short and long-term career goals	Personal Management	Career Awareness, Development, and Mobility	Sets well-defined and realistic personal/career goals (short-term and long-term) [3.1.11]	
	8.4.5 Discuss a career path related to the radio industry	Personal Management	Career Awareness, Development, and Mobility	Explores career opportunities [3.1.6]	
8.5 Identify workplace technology	8.5.1 Discuss the effect of advancing technology on the radio industry	Thinking	Problem Solving	Draws conclusions from observations and gives possible solutions [4.4.5]	

Glossary

Unit 1: History and Trends

1. AM – amplitude modulation
2. AP – Associated Press
3. CD – compact disk
4. CPB – Corporation for Public Broadcasting
5. DBS – Direct Broadcast Satellite
6. Digital radio – transmitting digital audio and data along side existing AM and FM analog signals
7. FM – frequency modulation
8. HD radio – high definition radio
9. Internet radio – broadcast transmitted via the WWW
10. NAB – National Association of Broadcasters
11. Podcast – method of publishing files to the internet
12. RSD – Radio System Data
13. SDARS – Satellite Digital Audio Radio Systems

Unit 2: Legal Issues in Radio

1. ASCAP – American Society of Composers, Artists, and Performers
2. BMI – Broadcast Music Incorporated
3. Call letters – assigned station identification
4. CFR – Code of Federal Regulations
5. Communications Act of 1934 – law enacted by Congress to establish the FCC and regulate the airwaves
6. Copyright – protection of the original works of authorship
7. EAS – Emergency Alert System
8. Ethics – the rules of conduct as related to a particular group
9. FCC – Federal Communications Commission
10. PICON – Public Interest, Convenience or Necessity
11. SESAC – Society of European Stage Authors and Composers
12. Slander – oral defamation

Unit 3: Audio 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

Unit 3: Audio Production

17. Line – connection used for audio transmission
18. Mix – to combine sources
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 4: Radio Writing

1. Ad lib – improvisation
2. Announcement – commercial or PSA
3. Commercial – paid announcement
4. Copy – advertising message or script
5. Fact sheet – pertinent information
6. Flight – advertising schedule
7. Jingle – musical commercial or promo
8. Liner – brief copy, read live
9. Promo – spot that promotes the station itself
10. SFX – sound effects
11. Spot – commercial
12. Stinger – music or effect at the end of an announcement
13. Tag – postscript to recorded announcement
14. Talent – on-air performer
15. Traffic – scheduling of sponsor announcements
16. Voice tracking – computerized insertion of voice-over segments

Unit 5: News Writing

1. Actuality – recording of a news event
2. Ambient – sound occurring naturally in an environment
3. Attribution – to reveal the source of information
4. Bite – short segment of a story pulled to use
5. Hard news – happening currently or of immediate importance
6. Kicker – story used to end a newscast
7. Lead – first sentence of a story
8. Rip'n'read – copy unaltered from newswire
9. Slug – heading of a story used for quick identification
10. Soft news – feature or human interest stories

Unit 6: 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 perform both 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 7: 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. Reporter – person who gathers the news

Unit 8: Workplace Skills Development

1. Attitude – overall outlook and state of mind
2. Career vs. job – work done to accomplish goals as opposed to work done for a paycheck
3. Ethics – accepted principles of right and wrong
4. Goals – short and long term plans for success
5. Leadership – to assume the lead role at appropriate times
- 6 Legal – to comply with local, state, and federal regulations
7. Resources – people and things that aid in the accomplishment of goals
8. Supplies – consumable material used in the workplace
9. Teamwork – to work with others, share ideas, and help each other
10. Timeliness – to be on time, to use time efficiently