

# GRAND VIEW UNIVERSITY

Course Title: Advanced Broadcast Production

Dept. & #: COMM 329 Term: Fall 2017

**Course Meeting:**  
W-F 12:00-12:50  
**Meeting Location:**  
SC 145

**Instructor:**  
Mr. Winzenburg  
**Office:** SC 146  
**Phone:**  
515-263-299 (office)

**Email:**  
SWinzenburg  
@grandview.edu  
**Office Hours:**  
W 8-NOON  
T-TH 11-11:30

## Credit Hour Expectations

This course is worth 2 credits. As required by Grand View's credit hour policy found in the University Catalog, you will spend an approximate amount of time in face-to-face classroom activities (normally 750 minutes per credit hour) and approximately twice that amount of time in independent learning activities, as shown in the table below. Lab, studio, performance, and clinical courses may vary.

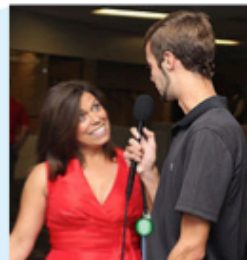
Number of credit hours	Approximate classroom time	Independent learning activities
1	750 minutes	1500 minutes
2	1500 minutes	3000 minutes
3	2250 minutes	4500 minutes
4	3000 minutes	6000 minutes
5	3750 minutes	7500 minutes

Due to the amount of outside work involved in this course, "classroom time" includes hours spent on the air and preparing projects.

What you will Learn...	Activities Demonstrating Learning
Master the technical operation of audio studio equipment	<ul style="list-style-type: none"> <li>DJ shows</li> <li>Switch week show</li> </ul>
Identify ability to self-critique voice material through group and classroom aircheck sessions	<ul style="list-style-type: none"> <li>DJ shows</li> <li>Switch week show</li> </ul>
Develop creative material to enhance vocal performance	<ul style="list-style-type: none"> <li>DJ shows</li> <li>Promo</li> <li>Switch week show</li> </ul>
Recognize professional standards for vocal delivery	<ul style="list-style-type: none"> <li>DJ shows</li> <li>Promo</li> </ul>
<b>Oral Communication</b> You will develop effective oral communication skills through experiences in presenting ideas orally to a specified audience for a specified occasion.	<ul style="list-style-type: none"> <li>DJ shows</li> <li>Promo</li> <li>Switch week show</li> </ul>

## How the Course will be Taught

Classroom exercises will be used to improve vocal delivery and critique sessions will be used to analyze completed projects. Due to the large amount of work required outside of class while broadcasting live on the radio station, the class will not meet every week. On the weeks we do not formally meet you will be spending two hours in the radio room and then another hour listening back to your show, turning in a written critique. Written comments will be made by the instructor on the sheet you submit. No coursework is graded unless you have first created a written critique sheet.



## COURSE DESCRIPTION AND PREREQUISITES

Students produce and create advanced material to be broadcast on KDPS (88.1 FM) and [www.GVUmedia.com](http://www.GVUmedia.com). Supervised assignments include professional-quality television talk shows, sportscasts, newscasts, weekly reports and music announcing. Some assignments will be coordinated with the campus newspaper editors and reporters, with video and audio posted online. Prerequisite: COMM 121, 129 and 222; or consent of instructor and junior status. Repeatable. Core outcomes met: O.

**COURSE ENVIRONMENT:** Grand View University and faculty are committed to offering quality courses. This course offers face-to-face or in class instruction. In addition, the University uses Blackboard (Bb) as an electronic course management tool that enables faculty and students to communicate and collaborate outside of the classroom. Access to Blackboard can be obtained by clicking on Blackboard on the [myView](http://myView) homepage.

**Note that due to the large amount of time required for Comm 329 projects that we will only meet on Wednesdays and you are to use the additional hour each week to prepare and complete projects.**

## **Course Environment**

Face to face and lab—see details below. Grand View University faculty are committed to offering quality courses that challenge students to high achievement in order to prepare for vocation and the workplace. This course offers face-to-face or in class instruction. In this course **Blackboard is only used by the instructor to post individual grades but it does not reflect the final gradebook**, which is held by the instructor and can be impacted by grade deductions or changes that are not reflected on Blackboard. Projects are submitted via email. Access to Blackboard can be obtained by clicking on Blackboard on the myView homepage. No course materials are submitted on Blackboard and assignment details are given on the syllabus.

Due to the limited amount of equipment we have to demonstrate projects in this course, all equipment instruction is done in a group setting and there is no individualized equipment instruction. After the group is shown the equipment, students who require more individualized practice need to help each other in order to complete projects.

In rare cases a student with a course conflict is allowed to take the course and work independently without meeting during scheduled class meetings, but all class requirements must be met and all deadlines and deductions are enforced.

Any questions or comments from students regarding the course should be sent in an email to Mr. W. He may that any verbal comments or questions, whether made during class or outside of class, be put in an email to him in order to make sure all communication is as clear as possible.

## **Resources Necessary for Learning**

There is no required text for the class. Exercises will be distributed by the instructor in class. The Grand View radio studios will house the technology needed to complete projects. **YOU WILL NEED YOUR OWN HEADPHONES OR EAR BUDS.** You will need to have access to email in order to send Mr. W your audio projects.

## **What are your Responsibilities**

### **Earning your Grade:**

All grades are based on: 90-100% is an A; 80-89% is B; 70-79% is C; 60-69% is D; and below 60% is F. The final grade (1000 points for 100%) is based on 150 points for six projects and 100 points for one project. Every student has seven total projects due.

You cannot turn in multiple projects at once—the first project you submit for the grade is the one that will be accepted for grade that week, and if you failed to make the deadline for a project you cannot make it up by turning in two projects another week. You also must be on the air for scheduled airshifts. If you must miss a shift due to illness or emergency, you must contact the person in charge of the station **BEFORE** your shift, then email Mr. W. If you miss more than two shifts you will be removed from the air and fail the course. If you fail to contact Mr. W or the program director ahead of time you will be suspended from the air.

**NO LATE WORK IS ACCEPTED FOR CREDIT. IF YOU MISS THE DEADLINE YOU GET ZERO CREDIT.** Radio is a deadline-driven medium and things must air on time, therefore you must be on time in all you do. All material is due at the start of class on the scheduled date, based on the instructor's clock. To arrive or submit material even seconds after the assignment is due results in zero credit. It is wise to prepare materials far enough ahead of time to account for any problems that may occur. If you have not submitted **both the show/project and critique sheet** to Mr. W by the date/time due, you get an automatic zero even if you submitted one of the two items due or your partner failed to submit what is missing. It is your responsibility to make sure all of your materials are turned in on time.

# Course Requirements

	PREREQUISITES	DJ KDPS	TV	SOCIAL MEDIA
<u>129 AUDIO</u> For starter voice talent	None	SIX projects: 2-person 2-hour weekly DJ show (3 @15% credit each); Promo (15%); Switch Week (15%); Awards Reel (15%)	Pick ONE worth 10%: TV talk show guest OR 329 student's package talent	
<u>329 AUDIO</u> For experienced voice talent	Passed 129	SEVEN projects worth 10% each: Solo or group 2-hour weekly DJ (3 for credit); Promo; Switch Week; Awards Reel; 129 Mentor/student director/PSA		TWO different types of social media projects worth 15% each
<u>129 VIDEO</u> For intermediate video producer	Passed 129 & 121		THREE packages worth 15% each; ONE produce TV talk show worth 15%; ONE TV talk show talent/crew worth 10% each	TWO video social media projects worth 15%
<u>329 VIDEO</u> For experienced video producer	Passed 121, 129 & one U.D. TV prod. Course		SEVEN projects worth 10% each: FIVE packages; TWO produce TV talk shows	TWO video social media project worth 15% each
<u>129 A/V</u> For starter audio/video talent/crew	Passed 121 or have Mr. W consent	FOUR projects: Solo or group 1-hour weekly DJ (3 for 15% credit each); Promo (10%). NO SWITCH WEEK AND AWARDS REEL REQUIRED.	TWO packages worth 15% each	ONE social media project worth 15%.
<u>329 A/V</u> for experienced audio/video talent/producer	Passed 129 & 121	FOUR projects worth 10% each: Solo or group 1-hour weekly DJ (2 for credit); Promo; Awards Reel. NO SWITCH WEEK REQUIRED.	THREE projects worth 10% each: TWO packages; ONE produce TV talk show	TWO different types of social media project worth 15% each
<u>129 ITERATION DJ</u> for the non-Communication student	None--must have taken no Comm courses previously and must have Mr. W's permission	<i>MUST partner with 329 Audio student mentor for DJ show.</i> SIX projects: THREE group 2-hour DJ shows worth 15% each: Promo (15%); Awards Reel (15%); Switch week worth 10%		ONE social media project worth 15%.

A TWO-PERSON DJ SHOW requires PER HOUR ON THE AIR at least THREE ad libbed segments of 30 to 60 seconds AND THREE ad libbed segments of 45 to 90 seconds. THAT MEANS 12 SEGMENTS PER 2-HOUR SHOW! **Aircheck sessions are due by 9 a.m. on Wednesday of the due date listed below.**

A SOLO DJ SHOW requires PER HOUR ON THE AIR at least SIX ad libbed segments of 45 to 90 seconds for a music show or FOUR segments of 3-5 minutes for a Comm 329 talk show. **Aircheck sessions are due by 9 a.m. on Wednesday of the due date listed below.**

PROMO requires each DJ show to turn in one produced promo that can run throughout the semester. If required to redo, you must submit within one week of original deadline. Some Comm 329 students also must act as a mentor to assigned Comm 129 students in completing this project.

**Due by 9 a.m. on Wednesday of the due date listed below.**

SWITCH WEEK requires a group DJ show to do separate one-hour shows instead (following the solo guidelines) and a solo DJ to find a person to partner with to do a group two-hour show (following 2-person guidelines). **Due by 9 a.m. on Wednesday of the due date listed below.**

AWARDS REEL is an award entry compilation of your best work (one per show). This is to be ten minutes maximum and may be edited from different shows (including those not submitted for a previous grade) but must make sense in terms of order. Namely, you can't edit together one clip that says, "It's 7:55 p.m. and snowing out," followed by a clip that says "It's 6:45 and warm rainy night." This will be graded based on quality of material and editing professionalism. You can edit this on any device and can ask for help from other students if you want to use our production computers, but it must be submitted as an mp3. Some Comm 329 students act as mentor. **The awards reel is due at Midnight on the night before the due date.**

TV PACKAGE is an edited video project from 45 to 90 seconds. This should be about something newsworthy on campus (including sports) that can be posted online. Clear the topic with Mr. W before producing. It requires that you do the camerawork, interviews, and editing. You or another student in class can act as voiceover or on camera talent (some standup talent will be assigned on certain dates). **Due by 9 a.m. on Wednesday of the due dates listed below.**

TV TALK SHOW is a 4-8 minute interview segment that is shot in the GV TV studio (often during designated class periods). You may have one of many roles, including producer (selecting topic, preparing questions, getting graphics, edit the final piece), crew (running camera or directing), host (the interviewer) or guest (the person answering the questions). This can range from hard news and sports to entertainment or feature news. Clear the topic with Mr. W at least a week before the recording date. Recorded in class on assigned dates from the calendar below.

STUDENT MENTOR/DIRECTOR/PSA for Comm 329 students mean Mr. W will assign you an extra thing to be graded on: either mentoring a 129 student, being a student director, or producing a PSA.

SOCIAL MEDIA POST: While every announcer is expected to tweet and post to Facebook during your live show, this graded posting is extra. By Wednesday morning at 9 a.m. on the appointed week, you must have sent an ORIGINAL post to the program director and Mr. W, and submit a production critique sheet. This can NOT be something you have submitted or posted elsewhere (such as the Grand Views, viewfinder, another class, or your private social media) and must be current—not something from the past. It can be turned in at any time the week before it's due but cannot be turned in more than a week before due. Have Mr. W approve the topic before doing it and ALL material must be YOUR ORIGINAL CREATION FOR THIS CLASS. Audio or video projects should be :30-:60 unless Mr. W gives permission for another length. Social media options:

- ◆ 129 students can make a video, audio, or written story with photo. It does not have to be professional quality footage (you can use cell phone as long as it's a YouTube file we can post) but it is not fluff—this is to deal with breaking news of a current campus event, local news, entertainment, concert news, current sports, or the local impact of a national story.
- ◆ 329 students must provide an edited video or audio package using the same breaking news criteria as mentioned above but this is to look or sound professional with proper editing, lighting, and levels.
- ◆ 129 or 329 students can group together to do audio play-by-play of a Grand View game, which is submitted as an mp3 file the day after the game for posting on the website.
- ◆ 329 students can produce a :30 or :60 audio PSA or station promo to post to the website with an original photo or video to post with the audio. It can not involve promoting an event within two weeks of the assignment date due.

To receive a passing grade you must:

1. Attend the scheduled lab meetings unless you have made other arrangements with Mr. W and show up for every scheduled DJ shift.

2. If you are a DJ, record every show on the skimmer machine. EVERY show must be recorded and saved on the skimmer computer, whether you have to turn it in or not.

3. For graded DJ shows, listen to your aircheck and turn in a critique sheet with written comments about your performance by 9 a.m. on the specific date due. The DJ show must be from one of the two weeks prior to the due date or you will earn a zero. For a two-person show both DJs must write on the same sheet. Mr. Winzenburg will then write his short critique and return it in the bin. No air check is accepted for credit until Mr. Winzenburg has given you credit on the aircheck critique sheet. Mr. Winzenburg reserves the right to give zero points to any DJ show.

4. For video projects and the radio promo, submit production critique sheets by 9 a.m. on the specific date due.

5. EMAIL THE MP3 FILE (audio) OR YOUTUBE LINK (video) TO MR. W and turn in a critique sheet in **BY 9 a.m. ON THE DATE DUE (except the awards reel)**. Failure to turn in projects with critique sheets by 9 a.m. Wednesday on the date due will result in loss of grade or could result in suspension from the station. CONVERT THE FILE TO MAKE IT SMALLER and **MAKE SURE BOTH CHANNELS OF AUDIO ARE USE (it usually records on one, so you must copy it to the other)!** Also, **PROPERLY NAME THE ATTACHED MP3 FILE OR YOUTUBE VIDEO. For an mp3 file have YOUR NAME AND DATE OF THE SHOW. For a YouTube link make sure the title of the piece reflects a catchy headline about the SUBJECT OF THE PACKAGE. Failure to submit with proper label or title or with only one channel results in a 10% loss in grade on the project.**

6. Follow all DJ Guidelines and syllabus requirements. **NOTE: DURING EVERY RADIO SHOW IT IS EXPECTED THAT ONCE AN HOUR THE ANNOUNCER PROMOTE [www.GVUmedia.com](http://www.GVUmedia.com) AND SELECTS ONE SPECIFIC STORY ON THE SITE TO ENCOURAGE LISTENERS TO CLICK ON.**



**EXTRA CREDIT:** You can earn up to 10% additional final grade credit for doing up to two of these projects (5% each). A point score will be given for what is submitted, but no credit is guaranteed and it's possible to get a zero if it is not professionally done. You may be asked to redo in order to receive credit. You may have others help you with this but only the one person submitting the project gets the extra credit. If you have received a zero on any project during the semester you may only earn 5% total extra credit maximum. Record on Adobe Audition and mixdown to mp3 file, email to Mr. W. DUE BY 9 A.M. OCT. 11, 2017. Late work is not accepted for any extra credit. I HIGHLY RECOMMEND YOU TAKE ADVANTAGE OF THIS OPPORTUNITY—FOR MANY STUDENTS THIS WOULD MEAN THE DIFFERENCE BETWEEN AN “A” OR “B” IN THE CLASS.

1. NEWS FEATURE. Pick a controversial newsworthy topic that you've cleared with Mr. W ahead of time. Interview one or two people that are great resources for the topic. Then select cuts from the interviews to integrate with written narration, music and sound effects about the topic. **TIME: 2 to 4 min.**

2. NEWSCAST WITH ACTUALITIES. Produce a two minute newscast, including 2-3 short actuality clips. You must use real current local and national news geared toward the college audience that you have completely rewritten yourself. Must include open and close—must be exactly two minutes. **TIME: 2 min.**

3. PLAY BY PLAY. Record portions of play-by-play of any sport and submit the best 15 minute unedited portion. The audio quality must be clear and professional. You may use another GV student to do the PBP with you but only one may earn extra credit and you cannot use anyone other than a GV student to help. **TIME: 15 min.**

### **Course Policies**

See above for some policies. **All materials are due at 9 a.m. on the date due**, except for TV talk shows produced during class time and the awards reel. **NO LATE GRADE CREDIT IS GIVEN FOR ANY REASON—PLAN AHEAD AND ALWAYS CHECK TO MAKE SURE MR. W HAS RECEIVED YOUR MATERIAL!**

Unless you are given special permission by Mr. W due to a class conflict, you are required to attend every class on Wednesday and arrive on time. (Note that 329 students do not meet on Friday.) **If you are absent, 25 points is taken off your final grade, if you are tardy, 10 points is taken off your final grade.** If you are tardy by more than five minutes or leave early you are counted as absent. Note the 85% attendance requirement. **If you miss an air shift without permission or without notifying the PD and Mr. W ahead of time, 100 points is taken off your final grade and if you miss more than two airshifts you will lose another 150 points, be removed from the air and automatically fail the course.**

**If you do not turn in one of the projects on time, you will receive a zero on the project and an additional point deduction in your grade based on the number of points the project was worth for failing to meet class requirements. All projects must be turned in on time for a grade in order to earn a C or above in the class.**

NOTE: Department policy is that you must be participate at least 85% of the time you are scheduled to meet and be on the air in order to pass the class. Unless you have a class conflict, that means absences (excused or unexcused) and tardiness cannot total more than 15% of the scheduled time or you will have an additional 150 point course deduction and automatically fail the class no matter what your excuse. So if you know at the start of the semester that you will be missing a large number of class days due to athletics, work, vacation commitment or health reasons, please drop the class during the first week.

Please do not attend if you are truly ill. In case of a verifiable illness or a death in the family, please have someone contact me before class to explain the circumstances. Under some circumstances I reserve the right to not mark a person absent or late. Do not assume you have an “excused” absence without contacting Mr. W BEFORE the class meeting. Do not be offended if Mr. W asks for verification of your reason for absence or tardiness. He may also meet with you privately to recommend you withdraw from the class if repeated offenses to the course policies occur.

**Mr. Winzenburg also reserves the right to change any course requirements at any point during the semester for any reason, such as (but not limited to) school closing due to weather, illness or problems with recording schedules.** Students will be notified verbally in class or via email of any changes made in the syllabus.

No laptops, cell phones or other electronic devices are allowed to be used during class without prior written permission from Mr. Winzenburg.

Students are required to sign a release form that gives Grand View permission to air material without current or future liability. By signing the form students agree to abide by the Grand View Radio Guidelines distributed the first day of class.

**Mr. W believes in students being creative in their work instead of just copying ideas that he gives them; therefore, students are not given a large amount of specific feedback on their projects outside of class. However, in response to requests from students like, "Will you listen to this and tell me if it's okay?," he has set aside Wednesday 8-10 a.m. for an open door worktime where you can ask him for specific project feedback or get help on completing the work to professional standards. Please schedule an appointment with him during those times to make sure he is free to meet.**

## GRAND VIEW UNIVERSITY COURSE POLICIES & PROCEDURES

See GV ACADEMIC POLICIES at [http://stephenwinzenburg.com/syllabi--fall\\_2017](http://stephenwinzenburg.com/syllabi--fall_2017)

### MEET STEPHEN WINZENBURG

Stephen Winzenburg is Professor of Communication and answers to "Mr. Winzenburg" or "Mr. W." His radio name was "Stephen Winters." He has worked in media since 1971, at three newspapers (such as the *Minneapolis StarTribune*), three TV facilities, and 16 radio stations (such as top-rated WHO in Des Moines). He has taught at four colleges and was at Florida Southern College before moving to Grand View in 1989. He even worked on the Jungle Cruise at Disney World! Mr. Winzenburg is best known for his three decades of research on sitcoms, TV preachers and talk shows—including his 2011 study on Oprah Winfrey and his 2014 study on Jimmy Fallon that was carried on Huffington Post and other sites. The books he has authored include *TV's Greatest Sitcoms* and *TV's Greatest Talk Shows*. He has been the subject of over 500 media stories, including appearances on ABC's "Nightline," "The CBS Evening News," "Good Morning America" and a one-hour talk show on CNN. His comments have appeared in hundreds of publications, such as *Forbes*, *The Hollywood Reporter*, *The New York Times*, *The Washington Post* and over 35 times in *USA Today*. His honors include being named Phi Beta Kappa, Outstanding Young Men in America and receiving the national Commendation Award from American Women in Radio and Television. He manages the eight-time Iowa College Media Association Radio Station of the Year and has been named teacher of the year three times.

## **COMM 129/329 Tentative Course Schedule**

- Aug. 30 Full hour used to review guidelines, select on-air partners, assign shifts  
(new 129 students do not need to be on the air the first week)
- Sept. 6 DJ training; Assign promo; Complete show sheets; Mr. W's Class Guidelines  
329 DJs/teams on the air this week
- Sept. 13 ONLY new 129 teams meet to record promos, bring music/script or -50 points;  
129 DJs/teams start on air this week  
**329 students social media project #1 due**
- Sept. 20 **Show promo due** with self-critique production sheet at 9 a.m. Wednesday;  
12:00 VIDEO STUDENTS MEET  
12:15 ALL STUDENTS MEET TO PLAY PROMOS  
12:30 TV STUDIO PRACTICE FOR NEW STUDENTS
- Sept. 27 **Air show 1 due; 329V & 129V video project due**  
**MON. & FRI. DJS ONLY MEET for live on air ad lib**
- Oct. 4 **In-class TV Talk Show/Sportscast taping;** storytelling for DJs  
**129 social media project due for Tues-Thurs DJs**
- Oct. 11 **Air show 2 due; 329V & 329A/V & 129A/V video project due**  
**WED. DJS ONLY MEET for live on air ad lib**  
EXTRA CREDIT DUE
- Oct. 18 Assign switch week show; voice exercises for DJs  
**129 social media project due for Mon-Wed-Fri DJs**
- Oct. 25 **In-class TV Talk Show/Sportscast taping;**  
**329V & 129V video project due**  
***DJ SWITCH WEEK (do not use Halloween as a main topic)***
- Nov. 1 **Switch Week Show due; Assign Awards Reel;** play awards examples  
**329 #2 and 129 iteration social media project due**
- Nov. 8 **In-class TV Talk Show/Sportscast taping;** ad libbing exercises
- Nov. 15 **Air show 3 due; 329V & 329A/V & 129A/V video project due**  
**TUES. & THURS. DJS ONLY MEET for live on air ad lib**
- Nov. 29 **In-class TV Talk Show/Sportscast taping;** Adobe review for new 129 students
- Dec. 6 **Awards Reel due at midnight; 329V & 129V video project due**