

**Tompkins Cortland Community College**  
**Master Course Syllabus**

**Course Discipline and Number: COMM 120**  
**Course Title: Broadcast Operations**

**Year: 2020-2021**  
**Credit Hours: 3**

**Course Description**

This course provides hands-on experience in the operation of radio and television equipment. In the radio portion of the course (half of the course) students are trained to operate a broadcast audio board, edit audio tape, and speak into a microphone. In the television portion of the course (half of the course) students are trained to operate studio cameras, audio boards, video switcher, and to direct a simple television program with a student crew. Students will learn professional level production equipment literacy. Prerequisites: Prior completion of, or concurrent enrollment in, MATH 090 if required by placement. 3 Cr. (2 Lec., 2 Lab.) Fall and spring semesters.

**II. Additional Course Information:**

1. This course is designed for students in the Broadcast Production – Television and Communication and Media Arts: Broadcast Journalism programs who are interested in pursuing a career in television or journalism. Technical skills appropriate to course content are required. Students in other programs should contact the course instructor for permission to enroll.
2. Students will need to budget time in their schedule to access the radio studio outside of class to complete practice assignments.
3. Blackboard (the college's online learning platform) will be used for assignments, handouts, media assets, due dates, and grades.
4. This course consists of at least 200 minutes class time each week for the fifteen-week semester.
5. Guided Pathway: a) Faculty will begin building relationships on day one, b) Faculty will post office hours and make sure students have access to their emails and contact information and will check in frequently, c) Faculty will ask pointed, detailed, specific, and sometimes personal questions to get to know their students. This will allow them to get to know their students and make connections and referrals and assist with resources like tutors, financial aid, childcare, veterans affairs, mental health, the food pantry, recovery center, etc.

**III. Student Learning Outcomes**

Upon successful completion of this course, students will be able to:

1. Create media assets for both television and radio.
2. Use the basic functions of a radio board including microphone, computer editing software, and automation equipment, which includes importing and exporting media assets.
3. Operate a simple television studio program including camera, lighting, sound, and directing.

**IV. Tompkins Cortland General Education Goals & SUNY Competencies**

Critical thinking

Social/Global Awareness

Information Management

Students will be working with computers using basic and more advanced techniques to locate, and perform their audio and video asset creations. They will also use information management to locate, evaluate and synthesize information from a variety of sources.

This course does not address any of the above Goals/Competencies.

**V. Essential Topics/Themes**

1. Basic functions of a radio station: Background of radio, radio personalities, station structures, the studio, the studio layout: desk, mixer, control panel, console, mixer, software, compressor, recording formats, editing principles, microphones.
2. Internet radio, podcasts, social media.
3. Writing for the ear, interviewing, news reading, the discussion, phone-ins, commercials, commentary.
4. Ethics, objectivity, impartiality, and fairness, limitation of harm, watchdog, bad practice.
5. Basic functions of a television station: Understanding the television camera, basic lighting techniques, basic audio systems and techniques, floor direction theories and techniques, basic producing techniques, basic directing, control room techniques including graphics, switcher, teleprompter and recording systems, production equipment and basic post production methods including exporting media assets.

**VI. Methods of Assessment/Evaluation**

Method	% Course Grade
1. Individual performance (creative & technical)	15-25%
2. Team performance (productions & presentations)	15-25%
3. Final projects	5-15%
4. Quizzes on lecture components and equipment specifications	25-35%
5. Attendance/participation	15-25%

**VII. Texts –  Required     Recommended     Used for more than one course (list courses)**

1. Keith, Michael, C. <i>The Radio Station: Broadcast, Satellite, and Internet</i> . 8th Ed. 2010, Focal Press. (COMM 120 & COMM 220)
1. 2. Owens, Jim. <i>Television Production</i> . 16 <sup>th</sup> Ed. 2016, Focal Press. (COMM 120 & COMM 230)

*Editions listed are current as of date of syllabus. More recent editions may be used.*

**VIII. Bibliography of Supplemental Materials**

1. Zettl, Herbert. <i>Television Production Handbook</i> . 12 <sup>th</sup> ed., 2015. Wadsworth Thomson Learning, Belmont, CA.
---

*Editions listed are current as of date of syllabus. More recent editions may be used.*

## IX. Other Learning Resources

<b>Audiovisual:</b> None specified
<b>Electronic:</b> None specified
<b>Other:</b> None specified

**Attendance Policy:** *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

**Services for Students with Disabilities:** *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

**Academic Integrity:** *Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms. Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.*

*Several degree programs offer student learning opportunities (such as internships, field work, and clinical experiences) outside the standard classroom setting. As part of the learning process, students must understand and engage in conduct that adheres to principles guiding employment within the professional workplace. These behaviors include, but are not limited to, academic integrity, accountability, reliability, respect, use of appropriate language and dress, civility, professional ethics, honesty, and trustworthiness. Disciplinary action may be initiated for inappropriate conduct occurring while participating in any course-related project or event.*