



MMJ 109, 209, 309, 409 Practicum Fall

2019 Instructor: Adrian Neely M.A.

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**Office hours: M/WF 10:00-10:50AM & T/
TH 10:00AM-12:00PM**

COURSE INFORMATION

Course description (for 109, 209, 309 and 409): Supervised practice and instruction in audio/video and broadcast procedures both on-air and off. Students work in production, news, announcing, writing and other radio and television assignments on radio KKOM, KETR-FM, and KETV Cable Channel 3. Required of all majors and minors for each semester enrolled in RTV.

Student Learning Outcomes

Students will gain experience in broadcasting activities, including announcing, writing, audio production and social media that are applicable to radio, television and on-line communications.

COURSE REQUIREMENTS

Students should devote at least two hours a week to RTV 209 or 409 activities.

Assignments may include (at the instructor's discretion depending on the student's experience and interests):

209 students will primarily be assigned to KKOM student radio (on local cable TV, channel 3 or 95, and streaming at KKOM.org)

KKOM: Students will be given a live airshift on KKOM student radio, which is transmitted on local cable channel 3 and on the Internet (kkom.org). Unless otherwise arranged, they will work a weekly two-hour shift. KKOM shifts are scheduled from 2 p.m. to 11 p.m. Monday-Thursday, and 2 p.m. to 6 p.m. on Friday.

You'll be graded on your attendance (two unexcused absences, C for this aspect of the course; more than two, F). Other factors: quality of announcing (diction, energy, expressiveness) and

successful use of the KKOM audio board and Enco system; working cooperatively with others including the instructor.

KKOM voice tracking: Students will produce “voice track” announcements for KKOM for one four-hour period each week. Voice track announcements will include liners, Community Bulletin Board items, and weather; you’ll record them in advance and they’ll be scheduled to play at specific times. Instructions will be provided.

You’ll be graded on your attendance (two unexcused absences, C for this aspect of the course; more than two, F). Other factors: quality of announcing (diction, energy, expressiveness) and successful use of the voice-tracking system; working cooperatively with others including the instructor.

Sports Broadcasting

At the instructor’s discretion, students may choose to participate in sports broadcasting/webcasting activities. The number of sports broadcasting events required, will be agreed upon between the instructor and the student. Also, the instructor may make a determination that your experience or skill level is not sufficient for certain sports broadcasting activities.

The opportunities include:

Webcast play-by-play/color commentary (dependent on approval of University Sports Information Director): These will be live webcasts of A&M-Commerce sports produced by the athletic department, under the direction of the SID. Students will provide play-by-play, color commentary or camera work. You must sign-in each game with the SID, who will provide me with a list of participants.

“A” Quality = well-prepared (know players names on sight, know interesting information about the players and teams); know the rules; keep listeners/viewers well informed (score, down-and-distance, field position, timeouts, player fouls, team fouls, etc.); articulate and flowing speech; appropriate level of energy; professional-quality camera work.

It is possible you might arrange to assist with KETR 88.9 FM (the University’s 100,000 watt radio station)’s broadcasts of A&M-Commerce basketball games. If you are interested in this, discuss it with me. (“A” quality = depends on the assignment, but generally: On-time, student cheerfully does what is asked, does tasks to the very best of his or her ability, makes a valuable, useful contribution; working cooperatively with others including the instructor.)

Writing, Programming, Instructor Assistance Options

At the instructor’s discretion, students may write Community Bulletin Board items, weather forecasts, produce KKOM programming logs, maintain the KKOM Enco playlists, maintain the KKOM music library, or provide assistance to RTV 109 students with their projects. With the approval of KETR staff,

students may assist with the news, programming, production or online tasks of the station. The instructor may make a determination that your experience or skill level is not sufficient for certain activities. (“A” quality: expert performance of duties; attention to instructions; dependability; working cooperatively with others including the instructor.)

Primary objectives for students in RTV 409

Learning objectives—students will have the opportunity to do some or all of the following: • Become proficient with various TV studio and/or field equipment operation, including cameras, lighting controls, audio mixer, video switcher, video server. • Participate in pre-production activities related to TV shows produced by practicum students. • Learn particular media content creation skills based upon primary work assignment, in such areas as news coverage, film making activities, promotional content, Spanish-language media, audio production, radio operations and similar assignments. • Develop skills in single camera video field shooting. • Develop skills in conducting interviews, either for radio and/or TV applications. • Develop proficiency with editing in Final Cut Pro X, Adobe Premiere, Photoshop, After Effects® and Adobe Audition®.

You’ll be graded on your attendance (two unexcused absences, C for the course; more than two, F). Other factors: quality of production work, announcing (diction, energy, expressiveness), working cooperatively with others including the instructor.

COURSE AND UNIVERSITY PROCEDURES/POLICIES
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Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services, Texas A&M University-Commerce

Halladay Student Services Building, Room 303 A/D.

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamu-commerce.edu

Student Conduct: All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures, 12.01.99.R0.05 Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty.

I reserve the right to make changes to this syllabus as necessary. Any such change will be announced to the students.

Campus Concealed Carry

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

COURSE OUTLINE / CALENDAR

Weeks 1 and 2 – overview of the course

Remaining weeks – weekly KKOM airshift; KKOM voice-tracking requirements; Sports Broadcasting;and/or Writing, Programming and Instructor Assistance duties; television production.