EMF 375
Broadcast Performance

COURSE DESCRIPTION: “The process of communication through broadcast performance. The principles of broadcast communication will be applied to such functions as (but not limited to) television and radio news announcing, commercial announcing, sports announcing and music announcing. Laboratory experiences provided.”

Enforced Prerequisite: EMF 265 – Radio/Audio Production I

COURSE OBJECTIVES: At the end of the course the student will be able to:
1. Understand the principles of broadcast communication/performance
2. Develop basic proficiency in various styles of broadcast performance including but not limited to news/sports, commercials/PSAs, and interviews/talk shows
3. Develop an awareness of his/her potential for a career in broadcast performance
4. Become familiar with the skill requirements and work environment for broadcast performance careers

REQUIRED MATERIALS:
2 -large (9x12) manilla envelopes for turning in performance assignments
2 -30 minute audio cassettes or recordable CDs
2 -VHS tapes or recordable DVDs
pastel notecards (3x5 or 4x6)
2 -blue test booklets for midterm, final
optional/recommended: digital stopwatch, own headphones for Van B. labs

REQUIRED TEXTBOOK:
Television and Radio Announcing, by Stuart Hyde, 10th edition

COURSE CONTENT: This course is designed to give an overview of various broadcast performing styles and situations in both Radio and TV, including commercials, news and sports anchors, music DJs and interview/talk show hosts. In addition to practice and performance of several styles, students will submit written analyses of professional performances.

PROJECTS/ASSIGNMENTS/EXAM:
6 performance projects (3 radio, 3 TV) 540 points
4 comparative analyses (2 radio, 2 TV) 120 points
3 class assignments 80 points
written midterm and final exams 160 points
class attendance/participation 100 points

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1,000 points

GRADING:
A    900-1,000
B    800-899
C    700-799
D    600-699
F    599 and below
Performance Projects:
Since this is a PERFORMANCE course the bulk of the work will be preparing for performances of various styles and technical challenges. There are 3 radio performance assignments (commercial/PSA, news/sports and interview/talk show) that will be recorded outside of class and handed in on audio cassette or CD. There are also 3 television performance assignments (commercial/PSA, news/sports & interview/talk show) that will be videotaped in class, with the class as crew.

Comparative Analyses:
It’s important to be aware of what successful broadcast performers are doing. A good performer is also a critical listener/viewer. Students will write brief analyses of current broadcast performers of their choice from radio and television and share these in class discussion. (for radio & T.V. news and interview/talk shows)

Class Assignments:
There are two brief assignments early in the course that are an extension of classwork and preparation for performance assignments. One is an analysis of one’s own speaking voice, based on criteria in the textbook. The other is a talk show host guest introduction piece. The one other brief assignment comes late in the course and is done in class while others are rehearsing and performing.

Exams:
A written midterm and a written final exam will be given during class and the normal final exam time. These will cover the readings from the textbook and material covered in classes. They generally take less than 1 hour to complete.
(Final exam is Tuesday Dec. 11th, 8-10 a.m.)

SCHEDULE, LOCATIONS
A detailed schedule of class topics and assignment due dates will be handed out during the first class, to be revised as needed. Class location will shift between MC 102 (TV Studio/classroom) and the Van Bokkelen audio labs. Check your schedule for class location. There will also be a signed posted at MC 102 when the class meets elsewhere.

ATTENDANCE POLICY: It is advised that students attend ALL class meetings, as class participation is central to this course. Missing classes will not only cause you to lose attendance points but may impact your projects, assignments and exams. Assignments missed due to unexcused absences may not be made-up without special permission. For further information see the section of TU’s Class Attendance/Absence Policy of the current undergraduate catalog. 5 points will be deducted for each UNEXCUSED absence. Unexcused tardies and early exits will count as ½ of an unexcused absence.

ACADEMIC DISHONESTY: All projects and assignments (written and performed) must be the student’s own work, unless otherwise directed. The instructor may ask for contact information of extra participants in students’ projects. Any student found plagiarizing in any way (in writing or performance) will receive an automatic “F” for the assignment. Documented evidence of the plagiarism will be kept in the Department office. (See the EMF Dept. Plagiarism policy.)

CELL PHONES: As a courtesy to your classmates and the instructor, all cell phones are to be turned off or to silent during class time. No calls or texting during class.
EMF DEPARTMENTAL FACILITIES POLICIES

USING THE RADIO/AUDIO PRODUCTION LABS — Van Bokkelen:
1. Studios are generally available M-F 8am to 9pm and some weekend hours. Specific hours depend on lab aide availability and will be posted. An overnight key can also be checked out for the VB labs from the VML.

2. Reservations: Students may reserve lab time by signing up in the VML. During the semester BP students are limited to 4 hours of reserved time per week. When the lab is not reserved, students may use it on a “first come, first served” basis for as long as it is available.

3. Students must arrive for their reserved time no more that 5 minutes late. Their reserved time will be given away after that, and the late student may not reclaim it. If you reserve time and don’t show up, you can lose your lab privileges for the next week.

4. Be sure to sign-in and sign-out on the lab user sheet.

5. The studio components are delicate and can be easily damaged. Please treat the equipment with great care. You are responsible for leaving the studio in good operating condition for the next user.

6. Smoking, eating or drinking are NOT allowed in the labs!

7. A lab aid is on duty if you have a problem or need help. Be sure to report all malfunctions to them.

8. It is recommended that you bring and use your own headphones.

9. Save all your work to a to your own storage device (thumb drive, disc, etc.). Student work left on the lab computers will be deleted.

USING THE TELEVISION STUDIO — MC 102
1. For those without prior studio experience, minimal hands-on training will be provided so everyone can help with class assignments.

2. Smoking, eating or drinking (except water) are NOT allowed in the studio or control room.

3. To schedule additional studio time to practice outside of class use the sign-up book in the VML.

4. After using, please return all equipment to the positions and configurations you found them in (basic studio set-up).
#1 — intro/gen.
activity: “visual” class survey, contact/interest form
lecture: introduce course, hand-out/review syllabus
exercise: interview each other briefly to introduce classmate next class
hmwrk: WRITE up 30 sec. Radio host intro. of your “guest” using info. gained from in-class interview prepare to present it next class (turn in written copy).
READ Hyde chapt, 1 & 2 (Announcing for the E. M., The Announcer as Communicator)

#2 — gen./vocal
exercise: deliver copy introducing classmate
lecture: interpreting copy, marking copy, script samples (industry formats)
hmwrk: READ Hyde chapt. 3 & 5 (Voice Analysis & Improvement, Audio Performance) WRITE a brief analysis of your own voice (criteria from ch. 3)

#3 — gen./vocal
exercise: how many ways can you say..., sample (marked) scripts -taking direction
lecture: speech personality, vocal variety, V.O. Talent, share some vocal self-analyses
hmwrk: READ Hyde chapt. 9 - Radio News optional-- find/bring sample radio scripts (own or from web, wire services) for class Thurs.

#4 — gen./R.news
exercise: radio news/sports scripts, commercial scripts, perform in class
lecture: taking direction (cont.), mic. tips, hand signals radio news
hmwrk: tape, write 2 radio news analyses (analyze, compare, contrast)

#5 — R. news
lecture: review/discuss Radio news analyses (DUE), timing, Radio News (cont.)
exercise: wire service news (“rip & read” then “rewrite & prep”)
hmwrk: begin assignment 1 - Radio News

#6 — R. news
exercise: finish wire service exercise (change mood-add different story before or after)
2nd news exercise (trios- anchor/field rep./eyewitness)
hmwrk: READ Hyde ch. 7 (Commercials and PSAs), continue work on Assignment 1--radio/sports news

#7 — R. comm.
ASSIGNMENT 1 DUE -- Radio News/Sports performance
lecture: Commercials/PSAs -- ad-libbing, cold reading, auditions
character voices, taking direction (interpretation), timing (pt. 2)
exercise: (VB labs) PSAs/Comm. Bull. Bd.- ad-lib, cold read, write/rewrite own,
commercials (in pairs) read/direct various scripts (previous hand-outs, book)
hmwrk: Assignment 2 - radio commercials/PSAs

#8 — R. comm/M&S
lecture: return/review Radio News Assignments
exercise: cont. practice radio commercials/PSAs (previous hand-outs, book) (character vs announcer)
hmwrk: continue work on assignment 2--radio commercials/PSAs
#9 – R. Music & Sports

ASSIGNMENT 2 DUE -- radio commercials/PSAs

lecture: specialties (sports, music)

exercise: (choice) sportscasting or music DJ, sign-off in :20, :10, :05

homework: Read Hyde ch. 11-Music Announcing, ch. 12 Sports Announcing

#10 -- TV Gen.

lecture: On-Camera basics (moves, signals, wardrobe, props, memorization, etc.)

exercise: Simon Says, slate, ad-lib w/ floor director cues, cue cards

homework: READ Hyde ch. 6 (Video Performance)

#11 -- TV comm/PSA

lecture: On-Camera basics pt. 2 (commercials/PSAs)

exercise: cont. cue cards/props commercials, watch tape - feedback

homework: assignment 3 -- TV commercials/PSAs

read hand-out “First Impressions: Clothes”

#12 -- TV comm/PSA

lecture: feedback on radio comm./PSAs (Asgmt 2)

exercise: sample commercials (practice cues, hit mark, props)

homework: continue practice on assignment 3

#13 -- Perf.

ASSIGNMENT 3 DUE -- TAPE TV commercials/PSAs (1/2 of class) (alternate asgmt.-1/2 of class)

homework: TV News analyses assignment

#14 -- Perf.

ASSIGNMENT 3 DUE -- TAPE TV commercials/PSAs (1/2 of class) (alternate asgmt.-1/2 of class)

homework: READ Hyde ch. 10 (T.V. News)

continue work on TV News Analysis

#15 -- TV comm/news

lecture: Feedback-TV Commercial assignment

discuss TV news analyses (show & tell) analyses asgnmts DUE

TV News (changing cameras, reading tele-prompter), review wardrobe, slate

homework: study for midterm exam, get blue book

#16 – exam

lecture: MIDTERM exam (bring blue book!)

#17 – TV news

exercise: practice TV News (pairs, use prompter) (1/2 class)

homework: begin assignment 4 -- select script, practice -- TV news (pairs),

#18 -- TV news

lecture: feedback on midterm
exercise: practice T.V. News (1/2 class)
homework: continue assignment 4

#19 -- perf.
ASSIGNMENT 4 DUE -- tape T.V. News in class (1/2) (alternate asgmt.-1/2 of class)
homework: READ Hyde ch. 8 (Interview & Talk Programs)

#20 -- perf.
ASSIGNMENT 4 DUE -- tape T.V. News in class (1/2) (alternate asgmt.-1/2 of class)
homework: Radio Intvw/Talk Show Analysis DUE

#21 — R. intvw/TS
lecture: feedback on TV News performance
talk shows -- Radio (interview skills, call-in shows)
discuss Radio intvw./TS analyses (collect) (share)
exercise: (VB labs) mock radio interview (Groups of 4)
homework: TV intvw/TS analyses

#22 — R. intvw/TS
exercise: (VB labs) continue class exercise — mock radio interview
homework: assignment 5 — radio talk interview/talk show

#23 — TV intvw/TS
lecture: TV interview/talk shows -- discuss analyses (collect) (show & tell)
exercise: practice assignment 6 format

#24 — TV intvw/TS
ASSIGNMENT 5 DUE (turn in tape)
exercise: practice assignment 6 format, schedule performance days
homework: assignment 6

#25 — TV intvw/TS
lecture: feedback on assignment 5
exercise: practice assignment 6 format
homework: continue assignment 6

#26 — es.
ASSIGNMENT 6 DUE — tape TV interviews/talk shows
(each class - 1/3 perform, 1/3 crew, 1/3 -alternate class assignment)

#29 — Gen./review
lecture: feedback on asgmt 6
course wrap-up
prep for final exam

Final — exam
written test on basic concepts of broadcast performance (reading, lectures, class exercises) (bring blue book!)