# University of North Texas at Dallas
## Spring 2017
### SYLLABUS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMM 2900</td>
<td>Introduction to Radio Broadcasting</td>
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</tbody>
</table>

## Department of Communications  
School of Liberal Arts and Sciences

### Instructor Name:
Dawn Stroup Hosking

### Office Location:
Founders Hall

### Office Phone:
469-730-4073 (Google Voice, Please leave a message)

### Email Address:
Dawn.StroupHosking@untdallas.edu

### Office Hours:
Mon 7:00pm - 8:00pm via phone and email, T-Th 6:30-7:00pm

### Course Format/Structure:
100% Face to Face only.

### Classroom Location:
Dal 1 Room 244

### Class Meeting Days & Times:
Tuesday 7:00pm-9:50pm

### Course Catalog Description:
COMM 2900 Introduction to Radio Broadcasting/Special Problems. Introduction to Radio is designed to introduce students to the Broadcasting industry.

### Prerequisites:
N/A

### Co-requisites:

### Required Text:

### Recommended Text and References:
All readings will be posted on Blackboard.

### Access to Learning Resources:
- UNT Dallas Library: (Founders Hall)  
  phone: (972) 780-1616  
  web: [http://www.untdallas.edu/library](http://www.untdallas.edu/library)  
  e-mail: Library@untdallas.edu  
- UNT Dallas Bookstore: (Building 1)  
  phone: (972) 780-3652  
  web: [http://www.untdallas.edu/bookstore](http://www.untdallas.edu/bookstore)  
  e-mail: untdallas@bkstr.com

### Course Overview:
COMM 2900 Introduction to Radio Broadcasting is designed to educate students on the broadcasting industry. Students will acquire an overall understanding of the history, language, social influence, frequencies, markets, economics, regulation, programming, and advertising. Learning these aspects will ensure that the student can step into a professional environment and succeed in an entry level position in the radio industry.
Learning Objectives:
1. Practice written communication by preparing analysis each week.
2. Demonstrate oral communication by presenting in the final project.
3. Utilize critical thinking by presenting coherent and thoughtful material.
4. Participating in a team environment by working side by side in groups to present a station concept.
5. Demonstrate personal responsibility by attending class, being prepared, and adding to the discussion.

Course Outline
This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Topics</th>
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</thead>
<tbody>
<tr>
<td>Class 1: Jan 19</td>
<td>• Introductions – Syllabus</td>
</tr>
<tr>
<td>Class 2: Jan 26</td>
<td>• Week 2: Media Overview – The big picture of what will follow throughout the semester.</td>
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<tr>
<td>Class 3: Feb 2</td>
<td>• Week 3: The History and Development of Radio Broadcasting</td>
</tr>
<tr>
<td>Class 4: Feb 9</td>
<td>• Week 4: Radio Regulations and Mandates The FCC</td>
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<tr>
<td>Class 5: Feb 16</td>
<td>• Week 5: Management and Economics</td>
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<tr>
<td>Class 6: Feb 23</td>
<td>• Week 6: Radio Branding and Advertising- Script Writing, One sheets, and campaigns</td>
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<tr>
<td>Class 7 March 2</td>
<td>• Week 7: Radio Programming</td>
</tr>
<tr>
<td>Class 8: March 9</td>
<td>• Week 8: Research in Radio-</td>
</tr>
<tr>
<td>- March 16</td>
<td>• Spring Break</td>
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<tr>
<td>Class 9: March 23</td>
<td>• Week 9: Public Radio</td>
</tr>
<tr>
<td>Class 10: March 30</td>
<td>• Week 10 Internet and Subscription Radio</td>
</tr>
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<td>Class 11 April 6</td>
<td>• Week 11: Digitalization of Radio</td>
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<td>Class 12: April 13</td>
<td>• Week 12: Globalization</td>
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<tr>
<td>Class 13: April 20</td>
<td>• Week 13: The Podcast Generation</td>
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<td>Class 14: April 27</td>
<td>• Week 14: The Future of Radio</td>
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<tr>
<td>Class 15: May 4</td>
<td>• Week 15: Final Project Presentations</td>
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Course Evaluation Methods
This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Assignments: - Given to demonstrate leadership, teamwork and analytical thinking.
Projects: - assignments designed to measure ability to apply presented course material

Grading Matrix:

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Value (points or percentages)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini Assignments</td>
<td>160</td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Writing Skills</td>
<td>20</td>
<td></td>
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<tr>
<td>Class Participation</td>
<td>20</td>
<td></td>
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<tr>
<td>Mid-Term</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Final Project</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>400</strong></td>
<td></td>
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Revised April 2016 supersedes all previous versions
Grade Determination

A = 400 – 360 pts; i.e. 90% or better
B = 359 – 320 pts; i.e. 80 – 89%
C = 319 – 280 pts; i.e. 70 – 79%
D = 279 – 240 pts; i.e. 60 – 69%
F = 239 pts or below; i.e. less than 60%

Assignment Instructions:
All reading, specific instructions, materials, and supplemental information will be provided on Blackboard as a back up to what will be assigned in class.

Mini Assignments:
Each week the student will conduct research on a pioneer of radio past or present. Assignments will be in APA format and 2 -3 pages long with a minimum of 5 or more scholarly sources. Internet sites that are written by think tanks or anonymous are not permitted. Wikipedia is also not a credible source. There will be 9 assignments in total worth 40% of the total grade.

Midterm Project:
Pair up with a partner and create an advertising campaign for radio. The campaign will include a :60, :30 :15 and an adlet script. A successful campaign will include how your chosen format will benefit the client. You will also match the client with a radio personality that will endorse the product. A list of personalities and interests will be provided on Blackboard. Full instructions will be posted in Blackboard. 20% of the total grade.

Final Project:
One team of 6 and one team of 7 will be created by the instructor to create a station concept. The teams will be responsible for creating content for AM Drive, Mid-Day, PM Drive, and Evenings. Included in the content, audience and advertisers should be identified. Creative contests and giveaways are always a way to get listener participation, the team will create such items. The station will have merchandise, a tagline, and events throughout the year. Full instructions will be posted on Blackboard. 20% of the total grade.

Writing Skills:
Writing skills will be evaluated throughout the semester. Points will be awarded based on APA accuracy and overall clarity. Points will also be awarded if there is improvement from week to week. 10% of the final grade.

Class Participation:
Class participation is vital for learning and in discussions. Participation is meaningful thoughts in the discussion. 10% of the final grade.

Other Policies:
In Communications we are active listeners- no cell phones, eating or doing other assignments in class.

University Policies and Procedures
Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDisability@untdallas.edu or at Founders Hall, room 204. (UNTD Policy 7.004)

CoursEval Policy: Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to
continually improve my teaching. I consider students’ evaluations to be an important part of your participation in this class.

**Assignment Policy:** According to the instructor’s discretion while working in concert with the division/program’s guideline

**Exam Policy:** *(Discuss any special instructions relating to exams-sample given)*: Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

**Academic Integrity:** Academic integrity is a hallmark of higher education. You are expected to abide by the University’s code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University’s policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002) at [http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf](http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf) Refer to the Student Code of Student Rights, Responsibilities and Conduct at [http://www.untdallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf](http://www.untdallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf). Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: “*On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.*”

**Bad Weather Policy:** Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to [http://www.untdallas.edu/police/resources/notifications](http://www.untdallas.edu/police/resources/notifications)

**Attendance and Participation Policy:** *(Discuss your attendance and participation policy.)* The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at [http://www.untdallas.edu/hr/upol](http://www.untdallas.edu/hr/upol)

**Diversity/Tolerance Policy:** Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)