The mission of Concord University is to provide quality liberal arts based education, to foster scholarly and creative activities and to serve the regional community (http://www.concord.edu/academics/).

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Department/Division Website: Communication Arts – http://www.concord.edu/comm
WVCU Concord University Mountain Lion Radio – http://www.concord.edu/wvcu

Course Title: MCOM 260 Radio Workshop
Course CRN #, Section, Credit Hrs: CRN 20290, Sect. 1, 1 hour
Semester Taught: Spring 2019
Room Number: Library
Course Time: Monday 12:00-12:50pm

Hardware/Software Needed: Students should bring personal headphones to each class. Students will have access to computers with Adobe Audition, audio editing software. Students are expected to keep all passwords within all WVCU systems confidential.

Text requirements:
None

Course Description/Rationale: This workshop is a graded one credit hour course in which students will work on tasks relevant to the student radio station. WVCU workshop is an opportunity for students to get hands-on experience in live and recorded radio productions. This is your opportunity to grow and fine-tune yourself as a radio talent both on and off air. *(Please note, while there are no specific course prerequisites to join WCVU Radio Workshop, preference will be giving to Communication Arts students enrolled in the program for at least one year.)*

Learning Outcomes:

By taking this class, students should gain:

- ability to recognize quality radio and audio production work
- an understanding of the importance of making a deadline
- an understanding of how a radio station operates, and how to contribute
- ability to provide quality radio programming to an on-air and online audience

Course Requirements:

- Attendance/Participation   200 points
- 5 Projects   <u>30 points each (150)</u>
    350 total possible points

- 315-350 = A
- 280-314 = B
- 245-279 = C
- 210-244 = D
- 209 & below = F

Students are required to create, produce and execute a one-hour weekly radio show. Students must meet all deadlines, be in attendance/on time and demonstrate professionalism. You will also be required to pick a specific WVCU department to work in during the semester. Your options include:

- **Programming Team:** Responsible for building and maintaining the music library, loading weekly shows, and other duties as needed.
- **Production/Promotions Team:** Responsible for producing production for WVCU as needed, setup at live events, and other duties as needed.
- **Marketing/Sales Team:** Responsible for maintaining current and developing new underwriting clients for WVCU, and other duties as needed.
- **Social Media/Online Team:** Responsible for maintaining WVCU's social media and online presence, helping grow the audience/numbers, and other duties as needed.
- **News Team:** Responsible for producing weekly news story, ensuring copy (news/community info) is written & filed daily, and other duties as needed.

Grading Policy and Scale, Make-up Policy, Late Work:

Late work will not be accepted, unless student provides satisfactory reasoning as to why it should be. If late work is accepted, it is subject to significant grade reduction.

Grading will be based on the quality of your productions, class attendance/participation and meeting deadlines.

Grading Scale:

- 90%-100%   A
- 89%-80%   B
- 79%-70%   C
- 69%-60   D
- 59% or less   F

Miscellaneous:

Instruction manuals for each WVCU department are available on the Projects Drive for your convenience. There is an icon on the desktop for your convenience. Students should refer to these programming, news and production/marketing manuals for assistance in said departments. For audio editing help, students should refer to the "Tips & Tricks" document, also available on the Projects Drive. You should always notify Mr. Bailey, Mr. White or myself of any issues!

Class Attendance Policy: Your University experience calls for the same level of professionalism and punctuality as employment. Therefore, it is expected that everyone attend class on a regular basis to ensure the greatest chance for learning and understanding. (See University Catalog http://catalog.concord.edu/content.php?catoid=6&navoid=349#Class_Attendance)

Just as with an employer, it is expected that you inform me when you miss class. For extenuating circumstances (e.g., death in your family, jury duty, sickness), I ask that you tell me as soon as possible so I can work with you to reach some sort of compromise. With the availability of email and text, there is no excuse for not contacting me when situations arise. I am an understanding guy, but please do not try to exploit that.

Simply put, if you miss a lot of class or do not do your weekly show, your grade will suffer and it is possible you will fail.

Accessibility/Accommodations: Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

Academic Dishonesty: Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code: A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Emergency Alert System: In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information: Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: http://www.concord.edu/administration/office-public-safety.

Inclement Weather Policy: As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure
No students or employees are to report.

Classes Cancelled
Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay
Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See http://www.concord.edu/emergency-alerts for Athens/Beckley Inclement Weather Schedules.) *Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct: It is important that everyone behave professionally in order to accommodate learning and show respect. Disruptive behaviors that violate this right to listen will be subject to the strictures of the Academic Catalog, whereby students will be given a warning if they are disruptive. Further disruptions in that or future lectures can result in the dismissal from that day's class and/or dismissal from the course.

Out of respect, cell phones should be put away during class times. Intentional cell phone usage of any sort, *including texting*, is strictly prohibited. In situations where an important call is expected, students should inform the instructor of the situation beforehand and set their phone to vibrate. Conversations should be taken outside into the hall to avoid disruption. Intentional cell phone usage outside these bounds will be subject to dismissal.

NO FOOD OR DRINKS are allowed in the computer lab or the WVCU studios!

Technology Services: Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also email cuhelpdesk@concord.edu.

Course Schedule: See Attached.

Syllabus Disclaimer - "This syllabus is subject to change based on the needs of the class. Please check it regularly."