SECTION A - Course Information

1. Course ID: R-TV 17
2. Course Title: Internet Radio and Podcasting
3. Division: Arts Division
4. Department: Commercial and Entertainment Arts
5. Subject:
6. Short Course Title: Internet Radio Broadcast
7. Effective Term: Summer 2008

SECTION B - Official Course Information

1. Recommended Class Size:
   a. Maximum Class Size: 30
   b. Class Size Approval Date: 03/18/2004
2. Method of Instruction:
   - Lecture
   - Laboratory
   - Lecture and Laboratory
   - Independent Studies
   - Distance Learning (Distance Education Delayed) for online courses.
   - Work Experience, Occupational
   - Work Experience, General
   - Open Entry/Exit
   - Distance (Hybrid Online) for online supported courses
3. Contact Hours for a Term:
   Note: If not a variable unit/hour course, enter the hours in the "Low" column only. Leave the hours in the "High" column blank.
<table>
<thead>
<tr>
<th></th>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>54.00</td>
<td>To</td>
</tr>
<tr>
<td>Lab</td>
<td>To</td>
<td>Lab/Lecture Parity? □ Yes  ☑ No</td>
</tr>
<tr>
<td>Activity</td>
<td>To</td>
<td></td>
</tr>
<tr>
<td>Clinical</td>
<td>To</td>
<td></td>
</tr>
<tr>
<td>Total Hours</td>
<td>54</td>
<td>To</td>
</tr>
</tbody>
</table>
4. Credit Units: 3.00 To

1 Unit of credit per eighteen (18) hours of lecture contact hours for a term
1 Unit of credit per fifty-four (54) hours of lab, activity or clinical contact hours for a term

5. Taxonomy of Programs (TOPS) Information:
   a. TOPS Code and Course Program Title:
060410 - *Radio

b. Course Control Number:

(To be entered by the Instruction Office Only.)

6. SAM Priority Code:(Select One)

☐ Apprenticeship
   Courses offered to apprentices only.

☐ Advanced Occupational
   Courses taken in the advanced stages of an occupational program. Each “B” level course must have a “C” level prerequisite in the same program area.

☐ Clearly Occupational
   Courses taken in the middle stages of an occupational program. Should provide the student with entry-level job skills.

☐ Possibly Occupational
   Courses taken in the beginning stages of an occupational program.

☐ Non-Occupational

7. Please place this course into the appropriate discipline by selecting from the drop down list. The discipline placement indicates what preparation is needed to teach the course. Discipline faculty may place their courses into more than one discipline as appropriate:

8. General Course Information
   a. Course Credit Status:
   b. State Transfer Code: C1 Not Transferable, AA/AS Degree
   c. State Classification Code: I Career-Technical Education
   d. Basic Skills Status/Level: N Not a Basic Skills Course
   e. Sports/Physical Education Course: ☐ Yes
      (Only check here if the course is a physical education course.)
   f. Grading Method: Letter Grade Only
   g. Number of repeats allowed: Non-repeatable Credit (equates to 0 repeats)
   h. Overlap/Duplicate Course:

9. Course Preparation:
   Note: If this course has a new requisite, a content review supplemental form must be completed.
   ☐ Prerequisite
Corequisite

R-TV 01 and R-TV 11A (May have been taken previously)

Advisory

None

10. Course Special Designators

11. Course Program Status

☑ Program Applicable
☐ Stand-alone

12. Funding Agency Category:

☑ Not Applicable
☐ Primarily developed using economic development funds
☐ Partially developed using economic development funds

SECTION C - Transfer Status

Baccalaureate Status is granted by the Educational Design General Education and Baccalaureate Level Subcommittee.

☐ CSU Transferable
☐ UC Transferable

SECTION D - General Education Request

Mt. San Antonio College and CSU General Education course approval are submitted to the Educational Design GE and BL Subcommittee for approval.

1. The Articulation Officer submits the course directly to the CSU Chancellor for approval.

2. Upon receiving approval, the course is approved for the Mt. SAC Associate Degree GE and placed in the area(s) CSU approval indicate(s).

☐ Yes
☐ No

Approved for inclusion on Mt. SAC and CSU General Education List?

1. Mt SAC General Education Applicability:

2. CSU General Education Applicability (Requires CSU approval):

3. IGETC Applicability (Requires CSU/UC approval):
### SECTION E - Course Content

1. Course Descriptions

   a. Catalog Description

   Covers all aspects of Internet broadcasting and podcasting including programming, announcing, promotions, and legal and copyright issues through the use of an actual Internet radio station.

   b. Class Schedule Description:

   ☑ Yes ☐ No  Is a course description to be printed in the Class Schedule?

   Internet broadcasting and podcasting: programming, announcing, promotions and legal issues on a working Internet radio station.

2. Course Outline Information

   a. Lecture Topical Outline:

   - Introduction and discussion of podcasting
   - Evaluation of various stations on Internet stations and podcasts.
   - Creation, interaction, vertical versus horizontal radio communication.
   - Convergence of digital media technologies, many forms of audio on the Internet, downloading and shopping for music online.
   - Streaming receivers and how the listener listens. How streaming works: connections, dedicated Web radio devices, tools of compression.
   - Streaming radio output: scalability, audience measurement, the streaming studio.
   - Production on the Internet: digital production, applications, idea clinic.
   - Interactivity on the station website, addition of ‘side’ channels.
   - Internet-only stations and an examination of pioneers in the industry. Radiovalve case study, speech radio alternatives.
   - Examination of the emergence of podcasting and its rapid assimilation as an integral part of the industry.
   - Audience principals, Web radio directories, outsourcing promotion, offline promotion, building a brand.
   - Copyright on Web radio and podcasts: established music copyright arrangements, national versus international agreement, copyright protection, precautionary approach.
   - Free speech on Internet radio: reasons for regulating radio, problems, zones and filtering, case study.
   - Redefining broadcast content: music presentation, factual speech, drama, radio, comedy entertainment, audience participation and talk on Web radio.
   - Creating a personality on non-traditional broadcasts: national and international conflicts, visual and verbal impacts.
   - Scheduling for redefined audiences: programs versus programming, patterns of listening, time shifting, the locality of the listener, global communities.
   - The future of non-traditional broadcasting: evaluation of the effectiveness of the medium, emerging technologies.
   - Final exam.

   b. Lab Topical Outline:

   3. Course Measurable Objectives:
1. Demonstrate an understanding of the development of Internet radio and podcasting.
2. Analyze the connection between traditional radio and Internet radio.
3. Develop interactive strategies between Internet radio and traditional radio.
4. Demonstrate the ability to utilize audience principals in gaining listenership.
5. Demonstrate the ability to apply for music and content licensing.
6. Demonstrate the application of streaming audio.
7. Create and apply Internet radio and podcast programming.
8. Evaluate tradition radio content for Internet application or podcasting.
9. Demonstrate the ability to work within the changing arena of regulation and control of non-traditional radio.
10. Correctly prepare a podcast for transmission.

4. Course Methods of Evaluation:

   Category 1. Substantial written assignments for this course include:

   If the course is degree applicable, substantial written assignments in this course are inappropriate because:

   This course primarily involves skills, demonstrations or problem-solving.

   Category 2. Computational or non-computational problem solving demonstrations:

   - Demonstrate the ability to carry-on a scripted dialogue in such a way as to emulate real-life conversation.
   - Develop a character’s audio personality from a list of that character’s personality and physical traits.
   - Determine the appropriate sound effects and their most effective use for a scene from a radio drama.

   Category 3. Skills Demonstrations:

   - Perform as one or more characters in a radio drama.
   - Produce a scene from a radio drama including sound effects (foley) and music where necessary and/or effective.
   - Detail for the class the ‘audio’ aspects of a character from a particular scene from a radio drama.

   Category 4. Objective Examinations:

   Short Answer

5. Sample Assignments:

   1. Examine a variety of diversely-formatted Internet radio stations and present findings in class.
   2. Define a format and create programming for a three-hour block of Internet broadcasting.
   3. Create and launch the block of programming created in the previous assignment on the department's Internet radio station.
   4. Retrieve listening stats for a given programming block and evaluate their effectiveness. Discuss possible improvements and select which to implement on the department's Internet radio station.
   5. Create a campaign to promote a given block of programming and evaluate its effectiveness on the department's Internet radio station.
   6. Examine the rapid emergence of podcasting and, using previous data, project its continued development and impact on the industry.

6. Representative Text:

   Book 1:
   - Author:
   - Title:
   - Publisher:
   - Date of Publication:
   - Edition: