



Broadcasting

Ever dream of working as an announcer on an Internet station with global listeners or anchoring a television newscast? How would you like to be producing stories for TV and radio broadcast, calling the plays of a sports game on the radio, or writing and producing promotional campaigns? The demand to fill positions in this rapidly expanding industry of live Internet webcasts, satellite radio, and cable and satellite digital media is rapidly increasing.

In the Broadcasting associate's degree you'll learn how to write a script, produce a show, manage a station, promote on-air personalities, and record audio for the radio, television, cable, and

interactive media markets with industry-experienced instructors. You'll produce assignments built around real-world broadcasting and video production situations and even work in the student-run web radio station, WAIF <http://www.aiflradio.com/>, broadcasting world wide 24/7.

You'll also build your skills in sales, financial management, and business management. At graduation, your portfolio will show prospective employers your skills for entry-level employment as a board operator, copywriter, production staff member, promotions assistant, and video tape operator.

Students considering a career in broadcasting may be required by employers to agree to a complete a criminal background investigation or background check in order to qualify for certain positions. A criminal record may disqualify the student from certain internships or career choices. Students with prior convictions should contact the Broadcasting Department to determine eligibility for select careers.





Broadcasting Associate of Science

The Associate of Science in Broadcasting prepares students in the creative, technical, and business aspects of the industry. The ability to communicate effectively through the radio and television media is a must. Students develop an audition tape to assist in their employment search. Graduates are prepared to seek entry-level employment opportunities including board operator, copywriter, production staff member, promotions assistant, and video tape operator. The length of the program is six [6], eleven [11] week quarters.

RECOMMENDED COURSE SEQUENCE

FIRST QUARTER [Credits, Course Title, Course Number]

- 3 Broadcast Industry Orientation [RTV1004]
- 3 Introduction to Audio Recording [RTV1213C]
- 3 Introduction to Video Production [RTV1241C]
- 3 Principles of Public Speaking* [SPC1600]
or Team Effectiveness* [SPC1016]
or Interpersonal Communication* [COM1041]
- 3 English Composition* [ENC1101]

SECOND QUARTER

- 3 Videography [RTV2245C]
- 3 Broadcast Production Techniques [RTV1216C]
- 3 Fundamentals of Editing [FIL1550C]
- 3 Computer Science* [CGS1160C]
- 3 Film Appreciation* [FIL2000]

THIRD QUARTER

- 3 Beginning Radio Programming [RTV1212C]
- 3 Radio Journalism [RTV1308C]
- 3 Television Studio Production [RTV2248C]
- 3 Music Promotion [RTV1809]
- 3 Introduction to Literature* [ENC1102]
or Topics for Composition* [ENC1145]
or The Short Story* [LIT1020C]

FOURTH QUARTER [Credits, Course Title, Course Number]

- 3 Intermediate Radio Programming [RTV1240C]
- 3 Television Journalism [RTV2300C]
- 3 Advertising, Sales and Ratings [ADV2106]
- 3 Commercial Production & Copywriting [ADV2107C]
- 3 Fundamentals of Biological Science* [BSC1001]
or Fundamentals of Physical Science* [ISC1004]

FIFTH QUARTER

- 3 Advanced Radio Programming [RTV2249C]
- 3 Fundamentals of Marketing [MAR1010]
- 3 Broadcast Media Production [RTV2205C]
- 3 General College Math* [MGF1211]
or Discrete Math* [MAD1104]
or College Algebra* [MT1105]
- 3 Theatre Appreciation* [THE2000]
or Art Appreciation* [ARH2000]

SIXTH QUARTER

- 3 Broadcast Portfolio Production [RTV2970C]
- 3 Media Business [FIL4600]
- 3 Introduction to Psychology* [PSY2012]
or Introduction to Sociology* [SYG2000]
- 3 Program Elective
- 3 Program Elective

Total Core Credits Required	57
General Education Credits Required(*)	27
Program Electives	6
Credits Required for Graduation	90

