

Mendocino High School
Production and Managerial Arts | KAKX 89.3FM
2019-2020 School Year
Unit Outline: Radio Production



Unit 1: Introduction and Orientation

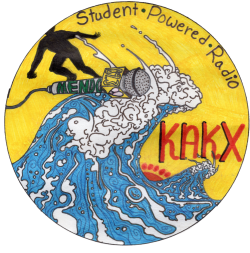
During this unit, a discussion of the objectives of the course, course content, student and teacher expectations, facilities, policies, industry standards, and career opportunities will be conducted.

Unit 2: Understanding Signal Flow

Before students get their hands on the various audio, radio, and video technologies in the classroom, they will be introduced to the concept of audio signal flow. Students will be able to understand how audio signal flow travels in, through, or out of both analog and digital radio/audio devices. In addition, students will also learn how to setup and configure various recording stations - simple and complex - so they can be prepared for various productions. Lastly, students will understand the importance of maintaining a safe, clean, and organized studio.

Unit 3: Foundational Desktop Production and Editing - Through Radio

Students will begin developing their audio/video editing skills by creating various programming/radio shows for broadcast in accordance to FCC and school regulations. Students will learn all of technical skills to create both live and pre-recorded shows in addition to learning the important legal and ethical parameters necessary to produce radio programming for a high school radio station. This includes DJ hosted music shows, talk shows, radio theater, historical, station identification, audio documentaries, and sports casting. Students will also differentiate between genres and the role of the radio host/talent, programmer, producer, writer, station manager, audio engineer, and underwriting personnel in the mixed media industry. Through various projects students will write and record their own personal radio shows, community announcements, Station IDs, and rely on the combination of intuition and modern creation techniques using software and other technologies. Students will also investigate recording techniques, research the productions and the shared secrets of renowned radio pioneers, programmers, and producers over the last century. Students will understand the legal and ethical issues of being a radio DJ that include copyright, licensing, and acquiring content that is appropriate to air. In addition, students will also learn the fundamentals of working with and around radio/audio production equipment safely. Lastly, students will also learn the terminology and vocabulary of radio/audio production and design necessary analyze and respond to the sensory, formal, and expressive properties of sound.



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Unit 4: History of Radio

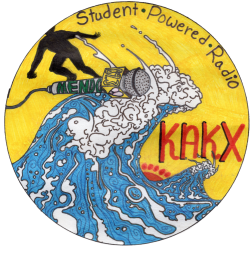
Students will learn the history of radio and the history of early radio production, the cultural impact of the invention to the world. Students will study etiquette, psychology, legal/ethical issues and become familiar with the facility and equipment. Lastly, students will be able to recognize and distinguish the historical and/or cultural underpinnings of sound, audio and music in developing basic historical/cultural literacy in the discipline. In class lectures, discussions activities and readings will culminate in their final assessment for this unit.

Unit 5: Current Radio Programming

In order for students to understand their own product, they will need to understand the various programming that is out there today. This includes having knowledge of different music genres, the difference between major affiliate and small independent stations, AM vs. FM radio, Podcasts, Internet radio, Satellite Radio, Student Run Radio, YouTube, and Web Streaming. Students will be able to demonstrate their ability to critique, compare and contrast, and evaluate radio/audio these productions. Students will also get their first introduction to the FCC - Federal Communications Commission - and understand the important role they play in not only broadcast radio/television, but communications as a whole. As a group students will explore what role the media plays in news including subjects like politics, national/local stories, and political movements. Students will also explore how social media and the Internet is currently used as a promotion platform for radio broadcasting.

Unit 6: Advanced desktop production and editing

Once students have an understanding of how a show is created, they will be introduced to the equipment and software we have in the classroom and begin producing their own content. Through various projects throughout the unit, students will be able to produce high quality, meaningful work that establishes links to acknowledge cultural and artistic traditions in radio music and sound. Students will acquire the technical skills - an understanding of analogue and digital recording, mixing and mastering, overdubbing, effects, microphone techniques, transitioning, and media/music management.



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Unit 7: Effects, Mixing, and Mastering

Once students have a firm understanding of audio, editing and mixing, students will learn to make aesthetic judgments and evaluations of their own audio art, and other's work, as distinct from personal preference or "taste." They will do this by reviewing their projects created during the prior units and seeing how they can make their work even better. But in order for students to gain a deeper understanding of their own work, students will be introduced to various effects, mixing, and mastering techniques such as adding reverb, compression, and pitch shifting. This in turn, will give students the opportunity to create content that is a higher quality than what they originally created. Once this process is completed, students will have a deeper understanding of the step-by-step process during radio production.

Unit 8: Application of Radio/Audio Skills

Now that students understand radio on a historical/practical level, students will acquire the knowledge and capability to express creative ideas and concepts with audio in other academic forums. Students will also be able to establish connections and meanings between the critical thinking skills that are learned in this class to other subject areas, including art forms and potential future careers. This will be achieved by working with various departments of the school - Math, History, Sciences, Arts, English - and creating content within those domains that is both educational and entertaining. From there students will get an opportunity to use their core academic skills, work with their teachers and peers, and use all the fundamental radio skills they learned prior in the year during the creation of the content.

Unit 9: College and Career Preparation

The skills described in this unit are introduced, integrated, reinforced, and assessed throughout the course as applicable. The objective of this unit is to learn and demonstrate appropriate workplace behaviors, including teamwork, participation, etiquette, and flexibility. The knowledge gained from this unit will allow the student to identify appropriate procedures to obtain and retain employment in the fields of radio production. Additionally, this unit will allow the student to identify appropriate procedures to obtain and retain employment in the fields of radio production. These same behaviors once learned will assist the student in their college education, through application of these career values to achieving their educational goals. Evaluation of a culminating student portfolio will be used to assess mastery of the skills taught in this course. Throughout, the course, students will collect samples of their work to include in their portfolios. Additionally, students will prepare the items needed for job search for inclusion in the portfolio assignment.