

**CROWN 70 - Introduction to Radio - Class # 42077**  
**Tuesdays/Thursdays 1:30 – 3:05 PM**

**Winter 2017**  
**Room: Merrill 002**

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### **Course Overview**

This class gives students an academic and practical overview of both commercial and noncommercial radio (digital and analog), music presentation, interviewing skills and Federal Communication Commission (FCC) regulations. Students will learn about KZSC's relationship to UCSC, our broadcast community, and station policies. They will be given hands-on learning experiences with audio production, on-air communication styles, interviewing techniques and everything else one would need to begin broadcasting on one of the best college radio stations in the United States. **Passing the class is a requirement prior to hosting a program on KZSC.**

### **Course Requirements**

**Academic Integrity:** Please consult the UCSC Policy on Academic Integrity. Crown 70 will fully adhere to the UCSC policy and any instances of cheating or plagiarism will result in failure of the class and/or the university. Moreover, students must be respectful of the classroom environment by coming to class on time, remaining quiet during lecture and not leaving class until the end of lecture at 3:05. Disruptions will be noted and dealt with on an individual basis. Last day to withdraw is February 17, 2017

**Attendance:** By taking this class you are agreeing to be present in class at every meeting. If you miss more than three classes throughout the quarter, you will receive an F grade in the class. If you do need to miss any class, **you must email us at least 24 hours prior to the class you will be missing.** If you fail to do so, you will be responsible for a make up assignment for the missed class, which, if not completed, *will* jeopardize your final grade in the class.

**Mentorship:** One of your class requirements is to complete a mentorship with a current KZSC DJ. You will go to your mentor's show once a week for at least six weeks to learn the practical application of the DJ basics you learn in class. Your mentorship will prepare you to have your own show, so you must complete the assigned hours during your mentor's program in order to pass the course.

**Production Workshop:** You are required to attend a production studio workshop, held during class time. We will go over the basics of the KZSC production studio and prepare you for your production assignments.

**Staff Meetings:** As future staff members of KZSC, it is important that you observe some of the behind-the-scenes operations of the station. You're encouraged to attend at least one Governing

Board meeting and/or a KZSC Staff meeting. The hours that you spend at these meetings count toward your 20-hour volunteer requirement. All meeting times will be announced in class and you will be regularly reminded of upcoming meetings.

***Media-Law & FCC Seminar February 7th:*** This course features a Media Law & FCC Seminar with the Broadcast Advisor Keith Rozendal as a guest speaker which is mandatory. This seminar is necessary to your success as a potential KZSC staff member.

***Volunteering:*** Students need to volunteer for 20 hours prior to being in this class; you must also volunteer a minimum of 20 hours this quarter as a class requirement. Included in those hours, you are required to volunteer for at least **two hours in four different departments**. At least two of those departments must be **non-music departments**, for example, PSAs, Fundraising, Library. If you are processing new music releases, different genres count as different departments. **Ten hours are due by the end of the 5th week of class, and no credit will be awarded for the first ten hours if they are not completed by this time, with no exceptions. The volunteer hours completed by week 5 must be in at least two different departments.**

***Accommodations:*** If you qualify for classroom accommodations because of a disability, please get an Accommodation Authorization from the Disability Resource Center (DRC) and submit it to the Class Instructor in person outside of class **within the first two weeks of the quarter**. Contact the DRC at 459-2089 (voice), 459-4806 (TTY), or at <http://drc.ucsc.edu> for more information on the requirements and/or process. You are responsible for contacting the class instructor to discuss any accommodations and to make a plan for how you will receive the accommodations in the class.

### **KZSC Mission Statement**

KZSC is a noncommercial, educational community radio station licensed by the Federal Communications Commission (FCC) to the Regents of the University of California. The station's responsibilities are to both the license grantor (FCC and the American public) and license holder (The University of California).

The station's primary responsibility to the UC Regents is to serve as a broadcast learning experience for UC Santa Cruz students wishing to gain a greater understanding of media or pursue a professional career in the broadcast industry or related fields. The station is also obligated by the FCC and the American public to operate as a public service to Santa Cruz, San Benito, and Monterey audiences, offering programming in the public interest. With the exception of FCC and University rules, KZSC shall not allow any censorship ("prior restraint") in program content by any agency outside of the station. KZSC is dedicated to airing alternative music and viewpoints that often differ from broadcasts found on commercial radio stations. Our creative and educational endeavors will be guided by honesty, balance and sensitivity. KZSC is committed to soliciting and providing access in a non-discriminatory, progressive fashion to those traditionally underrepresented in the media. This includes, but is not limited to, women, cultural, ethnic and racial minorities, people of various sexual orientations, seniors and the disabled.

KZSC staff shall at all times strive for completeness in news coverage. The station shall strive conscientiously for unbiased and fair reporting on all events and topics.

### **Required Readings**

Required reading materials include but may not be limited to articles assigned and the **KZSC Handbook**. Please note that revisions and additions to reading materials may happen during the course based on changes in FCC policy, developments within the broadcast media or other factors. All materials used in the class are located in the Google Drive.

### **Exams**

In lieu of a midterm exam, there will be quizzes throughout the course to ensure that you are keeping up and retaining presented information. Quiz questions will come from class discussions, guest speaker lectures, PowerPoint presentations, and written materials including assigned readings.

### **Finals**

A written final will be held during the finals week on **Thursday, March 23, 12:00–3:00 pm**. In addition to a written final, you will be required to submit an **oral final** (air check) and participate in a **walk-through oral final** of the KZSC on-air room, based upon your comprehension of what you learned during your on-air Mentorship. More information about these requirements will be available later in the quarter.

**Late Policy:** Any work not turned in on the day it is due will lose one full grade each class it is late. This means that work due on a Tuesday that would originally be graded an “A” would be a “B” on the following Thursday, and a “C” on the next Tuesday, one week from the original due date. This applies to every assignment, except for the volunteer hours, which *do not receive any late credit*, see above.

### **Extra Credit**

Hours completed in addition to the required 20 may count toward extra credit points that will be factored into the final grades at the end of the quarter. If you would like to propose some other project or work for extra credit, contact the Class Instructor for consideration.

### **Grade weighting:**

<b>Classwork Breakdown</b>	<b>%</b>
Quizzes	5%
Production Assignments (Fun ID, PSA, SILTN & partner interview)	10%
Interview Project (5-7 minutes)	10%
Paper (8-10 pages)	10%
Presentation on Paper (5-7 minutes)	5%
Final Air Check & Mentorship	10%

Oral Walk-Through	10%
Volunteer Hours: 10 Volunteer Hours Midterm	10%
10 Volunteer Hours End of Quarter  (with at least 2 hours in 4 different departments)	10%
Final Exam	20%

**CLASS SCHEDULE** (The Instruction Team reserves the right to make changes at any time).

## **WEEK 1: INTRODUCTIONS, AUDIO PRODUCTION, & DJ BASICS**

### **An Introduction to: Radio & KZSC History**

**Tuesday, Jan 10, 2017**

- Introductions: Meet Your Classmates, Instructors, & Station Leadership
  - Go over each person's sheet
- Explanation of KZSC Handbooks and Readers
- Overview of Course, Ecommons, Website, Facebook & Google Drive
- Enrollment
- PGPs

Homework: Read [KZSC Handbook](#) pages 1-11 & [Radio - A Short History](#); Look at Genre Maps: [EveryNoise](#), [Polygraph](#) & [Music Map](#).

**Thursday, Jan. 12**

- PowerPoints: [Intro to KZSC](#)
- Class Discussion of assigned readings: KZSC Handbook & Genres
- Introduce Soundcloud and Class Uses
- Guest Keith Rozendal presents "Our Transmitter: How It Works" & KZSC Safety
- Photos and Station Field Trip
- Distributed: [Fun ID Production Assignment #1](#) (**Due Thursday 1/19**), Mentorship Handout (**Due Thursday 1/19**) & SILTN Assignment (**Due Tuesday 1/24**)

Homework: Read: [Mic Techniques](#), [Your Speaking Voice](#) and [Vocabulary](#) and continue reading [KZSC Handbook](#) pages 12-25; Begin thinking/curating your (SILTN) selections in various genres for fabulous segues; Subscribe to: [Soundcloud](#) & the KZSC App ([iPhone](#) or [Android](#)).

## WEEK 2: PRODUCTION

### Tuesday, Jan 17

- PowerPoint: [DJ Basics](#) & [History of Media](#)
- Distributed: [PSA Production Assignment #1](#) **(Due 1/24)**
- PowerPoints: [PSAs](#) Class discussion of reading assignments; Vocab, Mic Techniques & the Speaking Voice, & ongoing Production Assignment “song I’m listening to now” (SILT) and why”
- Production Studio Workshop - Mic Technique and Segues, & Amadeus
- Class Exercise: 7 Words you cannot say on radio!

**Homework:** Choose the songs for SILT) and write about why you chose them and how they fit together; Read Marshal McLuhan’s [The Medium is the Message](#); Watch The medium is the message [Animation](#); Listen to beginning (first 10 minutes) of [War of the Worlds](#); Watch: [Orson Welles Apologizes for Outfall of War of the Worlds](#); Read [KZSC Handbook](#) pages 54-60.

### Thursday, Jan 19

- **Due at beginning of class:**
  - **Completed Mentorship Form**
  - **Completed [Fun ID Production Assignment #1](#)**
- PowerPoint: [PSAs](#)
- Class discussion: [Vocabulary](#) & Marshal McLuhan’s [The medium is the message](#)
- Production Studio Workshop Continued - Website, Mic Technique and Segues, & Amadeus

**Homework:** Watch [Outfoxed](#) & [Outfoxed 10 years later](#); Read Articles: [How to Weigh Information](#) & [The Code of Journalistic Ethics](#); Finish SILT), due Tuesday. Begin Mentorship; Finish PSA assignment; Take [Privilege Test](#) and watch the [Buzzfeed Privilege Video](#); Read article: [Explaining White Privilege to a Broke White Person](#) and [White Fragility](#). Brainstorm and plan for your first interview project.

**- MENTORSHIPS BEGIN -**

## WEEK 3: COMMUNICATIONS

### Tuesday, Jan 24

- **Due at beginning of class:**
  - **SILT): full SILT) on Soundcloud Shared**
  - **PSA Production due**
  - **Quiz #1**; review quiz results/answers.
- [Interview Project](#) handout distributed and discussed.
- PowerPoints: [Dj Basics](#) & [Diversity You and Media](#)

- Class discussion of Outfoxed and War of the World

Homework: Start Mentorships. Watch [History of advertising in 30 seconds](#) & [The beginning of PR: Torches of Freedom and Edward Bernays](#), & an excerpt [Hypernormalization](#). Take a look at [Canva](#) and create your DJ brand/logo. Begin to work on your interview project.

#### **Thursday, Jan 26**

- Go over peer reviewing of SILTNs, each person listens to three SILTNs
- Class Discussion of Public Relations and Media
- Lecture Communication, Creation of Media, Copyright Issues: Wikicommons, Creative Commons
- DJ name brainstorm

Homework; Continue Mentorships; Complete and send link for SILTN (Fun ID + World Music + Electronic + Punk + First Song + Jazz ) due at beginning of next class. Read [KZSC Handbook](#) pages 25-42; Read article: [Key points in "Manufacturing Consent"](#) ; Watch: [Noam Chomsky - The Propaganda Model](#). Here's the movie, [Manufacturing Consent](#). Finish your interview project, due Tuesday 1/31.

### **WEEK 4: MEDIA JUSTICE & INTERVIEWS**

#### **Tuesday, Jan 31**

- **Quiz #2** & review quiz results/answers.
- Review/critique interviews
- Introduce the Interview Project
- Lecture & Discussion: Media Justice Presentation

Homework: Continue Mentorships; Read article: [Shut up and listen: How to get the most out of you interviews](#).

#### **Thursday, February 2**

- **Due at beginning of class link to Paragraph on your interview choice** (who, why and what is the subject matter) **Interview Project due (2/23)**
- Go over peer reviewing of SILTNs, each person listens to three SILTNs
- Lecture & PowerPoint Presentation of [Interview 101](#) & class discussion

Homework; Study for Quiz #3. First 10 volunteer hours are due next week.

### **WEEK 5 : UNDERWRITING & MEDIA LAW, FCC & YOU**

#### **Tuesday, Feb 7**

- Fair Journalistic Practice Presentation
- **Quiz #3** & review quiz results/answers

- **Guest Speaker - Keith Rozendal - Media Law, the FCC and You**

Homework: Continue Mentorships; Create your Spinitron accounts; In preparation for FCC lecture, Read articles [Congress raises FCC Fines](#), [Court tosses FCC fine](#), [Obscenity in College Radio](#), [KZSC Handbook](#), pages 43-52, Study for Quiz #4.; **Finish first 10 volunteer hours, must be in at least 2 different departments.**

**Thursday, Feb 9**

- Go over Posting Audio on Website
- Guest Speaker: Erik Edmonds - UW Lecture
- **Due: 10 volunteer hours in 2 different departments.**

Homework: Continue Mentorships; Create your Spinitron accounts with DJ Names; Read: [Research - More than Detective Work](#)

## **WEEK 6 FUTURE OF RADIO**

**Tuesday, Feb 14**

- Posting an Interview To The website
- Guest Speakers: Closet Free Radio
- DJ panel next week!

Homework: Continue Mentorships; Create your Spinitron accounts; Read Walter Benjamin, "[The Work of Art in the Age of Mechanical Reproduction \(or Reproducibility\)](#)"; [Listen to This American Life - Poetry of Propaganda Show](#); Send a link to a document with 3 questions for the DJ Panel happening February 21st.

**Thursday, Feb 16 -- KZSC staff meeting today at 6pm at the station**

- **Due at beginning of class: 3 DJ Questions**
- Discuss Walter Benjamin article & the Power of Radio and Propaganda,
- Go over Posting Audio on Website
- Review Mentorship; EAS and Campus Emergency Alerts; Operator Log

Homework: Continue Mentorships; Create your Spinitron account with your DJ Name; work on your mock program proposal, bring hard copy on Tuesday.

## **WEEK 7: NON-COMMERCIAL PROGRAMMING**

**Tuesday, Feb 21**

- **Due at the beginning of class:**
  - **Hard copy of mock program proposal.**
- Class group exercise/presentations: "Mock Program Proposal"
- PRC panel: go over new program proposal and contracts

- Guests: KZSC DJ Panel

Homework: Continue Mentorships; Read [Identity Management in Cyberspace](#) & [How to Manage Your Online Image](#); Study for Quiz 4.

### Thursday, Feb 23

- **Due at beginning of class: Interview Project Paragraph, uploaded to the class website *before* class.**
- Future of Radio Broadcasting: Podcasting, Streaming, Internet Radio
- Community Radio
- Discussion about Online Identity Management.
- Power point of [Overview of Air Studio Paperwork](#):
  - Binders for IPs, PSAs, UWs, Promotions and “Don’t Panic”
  - 7 Logs: Program, Operator, Guest, Parking, Trouble, Issues & Programs, Music/Spintron

Homework: Read [Station to Station: the Future of Radio](#), [Guide to Podcasting](#); Continue Mentorships. Continue Mentorships; Continue working on Interview projects due Nov 17th.

## WEEK 8: PROGRAMMING & COURSE REVIEW

### Tuesday, Feb 28

- [Research Assignment](#) Given: Write in-depth paper that corresponds to a class presentation that you will be doing about a topic that connects to radio (see handout for details). Paper **(Due 3/7)** & Presentation **(Due 3/9)**
- **Quiz #4** (FCC, Logs & Handbooks and KZSC History & Handbook) & review results/answers
- Social Media Skills; Blog Making, Marketing, and more

Homework: Due next class: Topic for Research Project explaining “who/what and why”); Continue Mentorships; Record your time running the board (should be 30-45 minutes minimum); Work on finishing Interview assignment due next class.

### Thursday, March 2

- **Due at beginning of class: Topic for Research Project & Interview Project**
- Mentorships:
  - Review material covered in weeks 1-4.
  - Your FINAL AIR CHECK **(Due by 3/14)**
- In-class Presentations
  - Go over [Staff Procedures & Policies PowerPoint](#)
  - PowerPoint [FCC Test!](#) Go over PowerPoint test answers.
  - Go over “[We got this Shit](#)”

Homework: Continue Mentorships; Study for (written & oral) Final; Complete Final Research Paper due at beginning of next class.

Listen to different radio stations around your community FM & AM. Spend at least a half hour listening to the news and radio.

**Reminder:** Volunteering 20 hours in a minimum of four (4) departments due March 16th.

## **WEEK 9:**

### **Tuesday, March 7**

- **Research Papers Due**
- **In class [Presentation Presentation](#)**
- PRC panel
- Oral Final (Walk-Through) times assigned.

Homework: Continue Mentorships; Complete Final Research Presentation; Complete SILTN peer reviews..

### **Thursday, March 9**

- **In-class presentation of Final Research Projects.**
- **SILTN peer reviews due.**
- Go over "[We got this shit](#)" Handout.

Homework: Prepare for Final Air Checks & Oral (air studio walk-through) Finals and complete volunteer hours by beginning of next class.

## **WEEK 10: PRESENTATION TRAINING**

### **Tuesday, March 14**

- **Due at beginning of class:**
  - **Link to Final Aircheck in Google Docs with time and date of Mentorship**
  - **Oral Finals & Volunteer hours completed.**
  - **In-class presentation of Final Research Projects.**
- Class announcements: UCSC Online "Intro to Radio" Course Evaluation reminder.
- Complete in-class presentation of Final Research Projects.

Homework: Study for Final Exam. Find the KZSC quizlet online.

### **Thursday, March 16**

- **In-class presentation of Final Research Projects.**

**WEEK 11: FINALS WEEK**

**WRITTEN FINAL EXAM Thursday, March 23 12:00–3:00 p.m.**

Focus will be on practical application of knowledge about KZSC, UCSC and FCC rules and regulations, station and equipment operation (review KZSC staff quiz).