Course Goals

1. To familiarize the student with common broadcast procedures.
2. To give the student experience is relating his speech, character, and temperment in broadcast speech communication.
3. To develop broadcast performance competency in students preparing for careers in broadcasting.
4. To acquire skill in the analysis, interpretation, and communication in a variety of annpuncing-performance projects.

Textbook

Hyde, Stuart W., Television and Radio Announcing, Houghton Mifflin Co., Boston

Materials

A seven-ince reel of QUALITY audio recording tape will be supplied by each student.

Reading Assignments

Assigned readings must be completed before each class meeting so that meaningful class discussion may result. Additional reading assignments may be made as materials become available.

Week of:	Chapter	Title
Feb. 7	1, Preface	The Role of the Announcer
Feb. 14	8	Commercial Announcements
Feb. 21	2	Principles of Communication
Feb. 28	3	The International Phonetic Alphabet
Mar. 7	4	Voice and Diction
Mar. 14	5	Foreign Pronunciation
Mar. 21	6	The Technical Side
Mar. 28	7	FCC Rules and Regulations
April 11	9	Broadcast Journalism
April 18	9	Broadcast Journalism
April 25	10	The Disc Jockey
May 2	12	Interviewing
May 9	11	Sports Announcing

Performance Assignments

Announcing projects must be completed in class on the assigned dates. Time and space do not permit make-up work to be completed.

Evaluation

The major portion of the final grade (80%) will be derived from the performance aspect of the course. The remaining portion (20%) will be derived from quizzes.

33 Radio Announcing

Programming Sheet

Foreplay

Music: Intro/Things We Do For Love

Music: Rock N'Me

Announcement:

Music: Brown Sugar

Music: Tonights The Night

Announcement:

Music: Suffragette City

Music: Long Time

(News:)

Announcement:

Music: Rich Girl

Music: Blinded By the Light

Announcement:

Music: Rock N'Me ~~Takin care of Buisiness~~

Music: Theme "Charlies Angels"

Use the following approach to this project

1. Do not program music selections over four minutes in length.

2. When you begin the program, give your name, and introductory remarks.

3. Do not segue more than one set. voice-over and ad-lib as much as possible.

4. Bridge vocally out of the announcements and pre-announce the next selection.

5. On the final set...pre announce...segue into "go-out", announce "go-out", promo the next announcer and close the show.

THE BILLY BONES SHOW   3/29/77
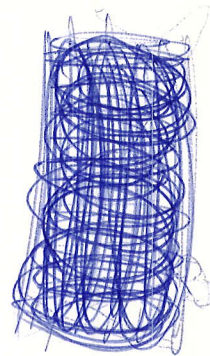
MUSIC: Intro/Opening

MUSIC: Carry on wayward son (Announce At end) ^Back

① > ANNOUNCEMENT:

> MUSIC: Takin care of Business (Pre-Announce)

* > MUSIC: John I'm only Dancing (PRE)

ANNOUNCEMENT:

* > MUSIC: No More Mr. Nice Guy (PRE)

Billy Bones How To Book > MUSIC: Blinded By The Light (PRE) + (Back)

NEWS:

ANNOUNCEMENT:

MUSIC: I Like Dreaming (:18 intro) weather

During > MUSIC: 5th of Beethoven (Closing)

ANNOUNCEMENT:

~~MUSIC:~~

MUSIC:

Record Speeds!

33 Radio Announcing

Programming Sheet

Music: You Ain't seen nothing yet
Music: what in the FUNK Do you see
Announcement:
Music: My Big 10"
Music: Take The Money & Run
Announcement:
Music: singing the dolphin through
Music: California strut
News:
Announcement:
Music: Blue odessy
Music:
Announcement:
Music:
Music:

Use the following approach to this project

1. Do not program music selections over four minutes in length.

2. When you begin the program, give your name, and introductory remarks.

3. Do not segue more than one set. voice-over and ad-lib as much as possible.

4. Bridge vocally out of the announcements and pre-announce the next selection.

5. On the final set...pre announce...segue into "go-out", announce "go-out", promo the next announcer and close the show.

33 Radio Announcing

Programming Sheet

Music: The Lady wants your money

Music: Hey you

Announcement:

Music: Waiter there's a yawn in my ear

Music: California strut

Announcement:

Music: Toys in the Attic

Music: Fly Like an eagle

News:

Announcement:

Music: Flight '76

Music:

Announcement:

Music:

Music:

Use the following approach to this project

1. Do not program music selections over four minutes in length.

2. When you begin the program, give your name, and introductory remarks.

3. Do not segue more than one set. voice-over and ad-lib as much as possible.

4. Bridge vocally out of the announcements and pre-announce the next selection.

5. On the final set...pre announce...segue into "go-out", announce "go-out", promo the next announcer and close the show.

33 Radio Announcing

Programming Sheet

Title, Artist, Cut   Time

MUSIC

COMMERCIAL

MUSIC

COMMERCIAL

MUSIC

NEWS

COMMERCIAL

MUSIC

COMMERCIAL

MUSIC

COMMERCIAL

MUSIC

USE THE FOLLOWING APPROACH TO THIS PROJECT.

1.   Do not program music selections over four minutes in length.

2.   When you begin the program, give your name, and introductory remarks.

3.   Do not segue unless you voice-over it.

4.   Ad-lib as much as possible, being careful not to talk yourself into a corner.

5.   Bridge vocally out of the commercials and pre-announce the next selection.

33 Radio Announcing

Programming Sheet

Music:

Music:

Announcement:

Music:

Music:

Announcement:

Music:

Music:

News:

Announcement:

Music:

Music:

Announcement:

Music:

Music:

Use the following approach to this project

1. Do not program music selections over four minutes in length.

2. When you begin the program, give your name, and introductory remarks.

3. Do not segue more than one set. voice-over and ad-lib as much as possible.

4. Bridge vocally out of the announcements and pre-announce the next selection.

5. On the final set...pre announce...segue into "go-out", announce "go-out", promo the next announcer and close the show.