### Catalog Addendum #43-3/16

**Catalog 43, published Jan. 2015. Changes in this addendum apply to all BMA classes beginning on or after Sept. 20, 2016.**

### FIRST MARKING PERIOD | WEEKS 1–8

- **Radio News**
  - Getting information that’s interesting and affects an audience is what “news” is all about. Whether it’s the latest gossip about a celebrity, a weather warning, or the top sports story … it all has to be written. Learning how to write in broadcast style opens up a world of possibilities. The ability to communicate through the spoken word … whether it’s radio, television or online … is an essential element for success in broadcasting. This course also covers how to target an audience successfully, as well as provide time to dial in your writing skills by writing different types of stories. What you can do with the results is limitless.
  - Clock Hours: 68 (28 lecture, 8 lab, 32 On-line)
  - Credit Hours: 3.0

- **Introduction to Broadcast Television**
  - Delivering a report on-camera, in a live setting, isn’t as easy as it looks. This course sets up the student for successful on-camera performances. Students will also focus on learning the basic theories and terms used in broadcast television. The course covers lighting techniques, basic shot composition, and careers in the industry. Students will also come away with knowledge of how to watch television and Internet videos with a more critical eye.
  - Clock Hours: 68 (24 lecture, 12 lab, 32 On-line)
  - Credit Hours: 2.5

### SECOND MARKING PERIOD | WEEKS 9–16

- **Radio Production**
  - Students will step into the exciting world of audio production as they learn what’s involved when creating quality radio content for the purpose of broadcast. Students will learn how to use a professional audio board, along with a digital editing software program used to put different pieces of audio together. Students in this course will develop skills in vocal performance, production techniques, editing and the effective use of music and sound effects. Students will record and produce different types of audio projects, and eventually write and produce their own commercial.
  - Clock Hours: 68 (8 lecture, 28 lab, 32 On-line)
  - Credit Hours: 2.5

- **Television Field Production**
  - Learn how to take your footage to the next level! Anyone can shoot video with a smartphone camera, but students in this course learn the difference between an amateur shot and a great one. Students will also learn about different types of professional cameras, lighting, microphones, and just about everything else they need to shoot the next big interview!
  - Clock Hours: 68 (16 lecture, 20 lab, 32 On-line)
  - Credit Hours: 2.5

### THIRD MARKING PERIOD | WEEKS 17–24

- **Radio News**
  - As a potential employee!
  - On-camera). Master these skills and become more valuable seen at the bottom of your TV screen when someone is doing production work. It’s all live in this course and done like the pros. Students will continue to utilize the techniques learning in previous courses. Students will write, produce, film and edit … creating their own content for use in a demo reel.
  - Clock Hours: 68 (8 lecture, 28 lab, 32 On-line)
  - Credit Hours: 2.5

- **Television Field Production**
  - Learn how to take your footage to the next level! Anyone can shoot video with a smartphone camera, but students in this course learn the difference between an amateur shot and a great one. Students will also learn about different types of professional cameras, lighting, microphones, and just about everything else they need to shoot the next big interview!
  - Clock Hours: 68 (16 lecture, 20 lab, 32 On-line)
  - Credit Hours: 2.5

- **On Air I**
  - The mystery of what happens inside a radio station will be revealed. You are on your way to being the star radio and/ or news personality in this course. Students will know how to perform DJ shifts and how to handle the business of a radio station, such as documenting your work, the importance of playing commercials, anchoring newscasts, and doing production work. It’s all live in this course and done like the pros.
  - Clock Hours: 68 (8 lecture, 28 lab, 32 On-line)
  - Credit Hours: 2.5

- **Broadcast Graphics**
  - There are a number of skills that will lift you above the competition, and this course introduces you to one of them. Students will discover how Photoshop skills are applied to the video broadcast world. This course covers topics such as copyright issues and why they’re important to know, the appropriate use of color schemes, and using Photoshop to create things like lower thirds (names and titles often seen at the bottom of your TV screen when someone is oncamera). Master these skills and become more valuable as a potential employee!
  - Clock Hours: 68 (12 lecture, 24 lab, 32 On-line)
  - Credit Hours: 2.5

### FOURTH MARKING PERIOD | WEEKS 19–32

- **On Air II**
  - If you want that first audio/radio gig, you must be heard. The On Air II course is all about that killer sounding demo. You’ll put together your best “on air” content and your best produced commercials/promos into two demos designed to get you an interview. By this time, you’ve learned everything needed to edit, sound professional, and show off those great levels. Do well in this course and your next step could be the audio position you’ve dreamed about!
  - Clock Hours: 68 (8 lecture, 28 lab, 32 On-line)
  - Credit Hours: 2.5

- **Broadcast Production**
  - Learn to master the skills needed to create your own media content from the ground up! By this point in the program you’ll have gained experience filming interviews and b-roll. In this course, students continue to film off campus, conduct interviews, and shine their creative light on an entertainment or sports topic of their own choosing. You will continue to utilize the techniques learning in previous courses. Students will write, produce, film and edit … creating their own content for use in a demo reel.
  - Clock Hours: 68 (8 lecture, 28 lab, 32 On-line)
  - Credit Hours: 2.5

### FIFTH MARKING PERIOD | WEEKS 33–40

- **On Air II**
  - If you want that first audio/radio gig, you must be heard. The On Air II course is all about that killer sounding demo. You’ll put together your best “on air” content and your best produced commercials/promos into two demos designed to get you an interview. By this time, you’ve learned everything needed to edit, sound professional, and show off those great levels. Do well in this course and your next step could be the audio position you’ve dreamed about!
  - Clock Hours: 68 (8 lecture, 28 lab, 32 On-line)
  - Credit Hours: 2.5

### SIXTH MARKING PERIOD | WEEKS 41–48

- **Career Preparation for Broadcasting**
  - As you near the end of the road in this program, it’s time to shine. As students embark on their journey as media professionals, this course helps you put a resume together that says, “I’m ready for that first job!” Students are guided through the process of compiling information that introduces them as an eager, budding new media star. This course also delves into how to complement your attempts to get into the broadcast industry using the digital job search market.
  - Clock Hours: 68 (28 lecture, 8 lab, 32 On-line)
  - Credit Hours: 3.0

- **Broadcast Production II**
  - Learn to tell your story through digital editing! In this course, students develop skills in visual storytelling with interactive exercises every class period using industry-level software. Ever watched a commercial, TV show or movie? Everything you see has been edited together. Learn how to edit video footage to create dynamic video packages … just like a professional!
  - Clock Hours: 68 (8 lecture, 28 lab, 32 On-line)
  - Credit Hours: 2.5

08-24-16