

# COM 122 - BROADCASTING PRACTICUM II

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- Adapt audience awareness skills learned working in the radio station to other aspects of their professional, civic, and personal interactions.

## Course Description

This course continues practical experience in underwriting, announcing, script writing, "on-air" studio operations and management. Internships with local radio stations may be arranged. Group 2 course.

## Credit Hours

2

## Contact Hours

2

## Lecture Hours

2

## Lab Hours

1

## Recommended Prerequisites or Skills Competencies

College-level reading and writing skills

## General Education Outcomes supported by this course

Communications - Direct

## Course Learning Outcomes

### Knowledge:

- Identify basic radio station equipment.
- Explain the operation of basic radio station equipment.
- Label the various income streams involved in financing a radio station.

### Application:

- Demonstrate competence in the operation of basic radio equipment.
- Demonstrate competence in analyzing problems with basic radio station equipment.
- Practice the various dimensions of voice involved in broadcast speaking and how to best adapt their voice to mediated communication.
- Maintain station logs in compliance with FCC rules.

### Integration:

- Generate connections between WNMC programming and the station's various audiences.
- Incorporate specialized dimensions of writing for a unique radio audience.

### Human Dimension:

- Come to see themselves as representatives of WNMC as they interact with underwriters in the financing of the station.

### Caring - Civic Learning:

- Care more deeply about the dynamic relationship between the radio station and the audience with whom the station connects.

### Learning How to Learn: