

Term Information

Effective Term Summer 2013

General Information

Course Bulletin Listing/Subject Area Arts and Sciences
Fiscal Unit/Academic Org ASC Administration - D4350
College/Academic Group Arts and Sciences
Level/Career Undergraduate
Course Number/Catalog 2094
Course Title Audio Production for Radio and Podcasting
Transcript Abbreviation Audio Prod. Radio
Course Description Hands-on experience and theoretical instruction on audio production for both radio and internet distribution. Opportunities to observe audio production and discuss with guest lecturers will be provided. Emphasis on video production and writing will also be included.
Semester Credit Hours/Units Variable: Min 1 Max 5

Offering Information

Length Of Course 14 Week, 12 Week (May + Summer)
Flexibly Scheduled Course Always
Does any section of this course have a distance education component? Yes
Is any section of the course offered Less than 50% at a distance
Grading Basis Letter Grade
Repeatable No
Course Components Lecture
Grade Roster Component Lecture
Credit Available by Exam No
Admission Condition Course No
Off Campus Never
Campus of Offering Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites English 1101.XX
Exclusions

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code 24.0101
Subsidy Level Baccalaureate Course
Intended Rank Sophomore, Junior

Quarters to Semesters

Quarters to Semesters

New course

Give a rationale statement explaining the purpose of the new course

Students have asked the Center for the Study and Teaching and Writing on several occasions to have this type of course offered because it does not exist elsewhere on campus.

Sought concurrence from the following Fiscal Units or College

Requirement/Elective Designation

The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes

- Introduce students to current audio theory and practice in general and the Writers Talk show at the Center for the Study of Teaching and Writing in particular. Allow students to gain hands-on experience in interviewing, editing, and producing audio.

Content Topic List

- Audio Theory
- Interviewing techniques
- Editing techniques
- Writing for radio

Attachments

- IS_SP2013_Syllabus rev 81312.docx
(Syllabus. Owner: Burns, Aleta Sheree)
- Concurrence 1.pdf: CSTW agree
(Concurrence. Owner: Heysel, Garrett Robert)
- Concurrence 2.pdf: Communication
(Concurrence. Owner: Heysel, Garrett Robert)
- Concurrence 3.pdf: Theatre Concur
(Concurrence. Owner: Heysel, Garrett Robert)

Comments

- Change fiscal unit. *(by Vankeerbergen, Bernadette Chantal on 09/07/2012 11:36 AM)*
- Please correct the spelling in the course name: Production, not Porduction *(by Houston, Patricia A on 08/20/2012 09:24 AM)*

COURSE REQUEST
2094 - Status: PENDING

Last Updated: Carlson,Wayne Earl
09/20/2012

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Burns,Aleta Sheree	08/20/2012 09:18 AM	Submitted for Approval
Revision Requested	Houston,Patricia A	08/20/2012 09:24 AM	Unit Approval
Submitted	Burns,Aleta Sheree	08/20/2012 09:26 AM	Submitted for Approval
Approved	Houston,Patricia A	08/20/2012 09:27 AM	Unit Approval
Approved	Heysel,Garett Robert	08/25/2012 09:14 PM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	08/27/2012 12:10 PM	ASCCAO Approval
Submitted	Burns,Aleta Sheree	09/05/2012 09:11 AM	Submitted for Approval
Approved	Houston,Patricia A	09/05/2012 09:12 AM	Unit Approval
Approved	Heysel,Garett Robert	09/05/2012 11:38 AM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	09/07/2012 11:36 AM	ASCCAO Approval
Submitted	Burns,Aleta Sheree	09/07/2012 11:37 AM	Submitted for Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	09/07/2012 11:43 AM	Unit Approval
Submitted	Hanlin,Deborah Kay	09/07/2012 11:43 AM	Submitted for Approval
Approved	Vankeerbergen,Bernadette Chantal	09/07/2012 11:45 AM	Unit Approval
Approved	Heysel,Garett Robert	09/09/2012 04:31 PM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	09/14/2012 02:10 PM	ASCCAO Approval
Submitted	Hanlin,Deborah Kay	09/14/2012 02:12 PM	Submitted for Approval
Approved	Vankeerbergen,Bernadette Chantal	09/14/2012 02:12 PM	Unit Approval
Approved	Carlson,Wayne Earl	09/20/2012 06:09 AM	College Approval
Pending Approval	Nolen,Dawn Jenkins,Mary Ellen Bigler Vankeerbergen,Bernadette Chantal Hogle,Danielle Nicole Hanlin,Deborah Kay	09/20/2012 06:09 AM	ASCCAO Approval

AUDIO PRODUCTION FOR RADIO AND PODCASTING

Spring Semester 2013: Time, place, and credit hours arranged

INSTRUCTOR

Doug Dangler, Associate Director, CSTW

485B Mendenhall Lab

dangler.6@osu.edu

292-1308

COURSE OBJECTIVES

In this course, students will get hands-on experience and gain theoretical knowledge about audio production for both radio and Internet distribution. Students will observe audio production, discuss with guest lecturers, and critique audio productions, and write and produce broadcast audio.

COURSE OBJECTIVES

1. Introduce students to current audio theory and practice in general and the Writers Talk show at the Center for the Study and Teaching of Writing, OSU, in particular.
2. Allow students to gain hands-on experience with interviewing, editing, and producing a weekly audio show.
3. Inform students through practice and reading of the best practices of social media for audio.

COURSE TOPICS

- Show scheduling
- Sound recording techniques
- Brief history of radio/FCC regulations
- Scheduling/programming (How to choose topics)
- Impact of social media on radio/audio (Facebook, Twitter, LinkedIn, podcasts)
- Writing topics
 - news
 - 'kicker' (short, fun stories/items)
 - sports
 - humor

REQUIRED TEXTS – AVAILABLE AT OSU BOOKSTORE

1. Kern, Jonathan. *Sound Reporting: The NPR Guide to Audio Journalism and Production*.
2. *Writers Talk manual* (Carmen)
3. Schroder, Carla. *The Book of Audacity: Record, Edit, Mix, and Master with the Free Audio Editor*
4. Social Media Texts (Choose one):

- a. Li, Charlene, and Josh Bernoff. *Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies*.
- b. Brogan, Chris, and Julien Smith. *Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust*
- c. Powell, Juliette. *33 Million People in the Room: How to Create, Influence, and Run a Successful Business with Social Networking*
- d. Postman, Joel. *SocialCorp: Social Media Goes Corporate*

RECOMMENDED WEBTEXTS

1. Ragan - <http://www.ragan.com/SocialMedia/SocialMedia.aspx>
2. Social Media Today - <http://socialmediatoday.com/>
3. Social Times - <http://socialtimes.com/>
4. Mashable - <http://mashable.com/>
5. Web Pro News - <http://www.webpronews.com/>
6. Use It - <http://www.useit.com/>
7. Contently - <http://contently.com/blog/>
8. Center for Social Media - <http://www.centerforsocialmedia.org/>

COURSE ASSIGNMENTS

Students must complete all assignments.

% of grade	Description
5	Critique of two trade magazines (ex. FMQB and Radio and Records)
5	Critique of talk radio sites (ex. Talkers.com)
5	Critique of social media webtext.
5	Critique of audio (podcast or radio) show you value.
5	Critique of professional prep service: www.wisebrother.com , www.premiereprep.com , or www.envisionradio.com .
5	Proposal of one Writers Talk episode featuring an OSU guest (student/faculty/staff).
5	Three Writers Talk Tweets and one Facebook post
10	Proposal of four Writers Talk episodes on topics of interest to you and the general public.
40	Production of four Writers Talk shows (3 general, 1 OSU)
15	Two-page paper reviewing the social media text you chose above.

CRITIQUES

Critiques are one-page descriptions of digital media artifacts that outline the purpose of the artifact, identify the audience, and evaluate the quality and impact of the artifact. Be specific about what it does well and what it doesn't do well. Bring in samples of each item you critique.

PROPOSALS

Critiques are one-page descriptions of a digital media artifact that you would like to create. They include the topic, your approach to it, how it would fit within Writers Talk genre, what guests would be involved

in creating it, how you plan to record audio pieces, and what (if any) visual components would be attached to it. Describe how you would arrange for guests and detail your list of questions for the guests. Describe purpose of the episode and the intended audience.

WRITERS TALK EPISODES

Describe the proposed topic, your approach to it, how it would fit within Writers Talk genre, what guests would be involved in creating it, how you plan to record audio pieces, and what (if any) visual components you would use.

WRITERS TALK EPISODES

You will generate three Writers Talk tweets and one Facebook post after describing how they fit into the Writers Talk style.

TECHNOLOGY

This course relies heavily on technology. In addition to the discussion boards where you will post and/or check discussion questions for each class, many of your readings require that you at least view them on the web (if not print them out). If access to technology poses difficulties for you, please talk to one of the instructors. You can access this syllabus and the course readings via Carmen. A list of available student computing resources can be found at <http://ocio.osu.edu/elearning/labs-and-classrooms/labs/locations/>.

STATEMENT OF ACADEMIC MISCONDUCT

Academic Misconduct:

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentlife.osu.edu/pdfs/csc_12-31-07.pdf).

STATEMENT OF DISABILITY

“Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office

for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.”

COURSE SCHEDULE

Week	Reading/activity due
1	Readings on history of radio and audio (Carmen) Kern pg 1-38, Schroder pg 1-52
2	Exploration of Story Corp, This American Life, etc. (Carmen) Critique of two trade magazines (ex. FMQB and Radio and Records). Kern pg 39-91, Schroder pg 133-150
3	Readings from <i>Writers Talk</i> manual. Kern pg 92-138, Schroder pg 207-256
4	Critique of sites that specialize in talk radio (ex. Talkers.com). Kern pg 195-222 and 313-331, Schroder pg 291-322
5	Critique of social media webtext.
6	Critique of audio (podcast or radio) show. The critique will show what you find valuable or entertaining about the show and how you could apply similar principles (if appropriate) to <i>Writers Talk</i> .
7	Critique the offerings from a professional prep service, such as www.wisebrother.com , www.premiereprep.com , or www.envisionradio.com . They offer celebrity guests, interviews, bits, audio bites, topic ideas. They are open to free subscriptions for class purposes only.
8	Propose 4 <i>Writers Talk</i> episodes on topics of interest to you and the general public
9	Begin production of first General Interest <i>Writers Talk</i> episode. Propose 1 <i>Writers Talk</i> episode featuring an OSU guest (student/faculty/staff)
10	Finish production of first General Interest <i>Writers Talk</i> episode. Begin production of second General Interest <i>Writers Talk</i> episode. Propose one <i>Writers Talk</i> episodes on OSU topic with OSU-affiliate guest.
11	Finish production of second General Interest <i>Writers Talk</i> episode. Begin production of third General Interest <i>Writers Talk</i> episode. Propose three <i>Writers Talk</i> tweets and one Facebook post.
12	Finish production of third General Interest <i>Writers Talk</i> episode. Begin production of OSU-affiliate <i>Writers Talk</i> episode.
13	Finish production of OSU-affiliate <i>Writers Talk</i> episode.
14	Two-page paper reviewing the social media text you chose above.

Subject: Re: FW: Concurrence for course on Audio Production for Radio
Date: Friday, August 31, 2012 1:09:07 PM Eastern Daylight Time
From: Dickie Selfe (sent by <selfe.3@gmail.com>)
To: Heysel, Garrett
CC: Ewoldsen, David, Glynn, Carroll, Haddad, Deborah

I agree

On Fri, Aug 31, 2012 at 10:53 AM, Heysel, Garrett <heysel.1@osu.edu> wrote:

Hello everyone,

I've received responses on concurrence from the School of Communication and CSTW where both seem to agree with a hope to make a promise for the future. Like Dave says, we never know where things will be in 5 years, or how The Lantern will evolve yet I think that this looks like an opportunity for collaboration and future possibilities more than an opportunity to make any set-in-stone promises. The Moving Image Production group and the strategic plan call us to do just that. Dave and Dickie are you both fine with "agreeing that you will commit to being supportive of evolving curricular innovations in both programs that serve our students with a view to avoiding duplicative curriculum?" In the end it is word smithing but more realistic than promising not to block which isn't really enforceable?

If that works, and you shoot back an "I agree" email, I can upload this to the course request in good faith.

Thanks for considering it.

Garrett

Dickie Selfe wrote:

What do you think of this? I talked to Doug and he likes the "minor" idea. We may need your leadership in figuring out HOW we go about establishing another minor.

Carroll Glynn,

We are glad to see that Communications is interested in courses like this. The more the merrier. We will not block future development in the area. There is much more demand than we, together, can provide.

Long term the CSTW is not likely to add significant number of courses in the digital media production area. But we are interested in developing another minor (name to be determined) that would drive students to courses like those in Communications and take advantage of their skill sets. Like our other minor (in Professional Writing) we will only have two courses: an penultimate course like the one Doug is proposing here and an internship course where we provide students with professional experiences. We would like a promise from Communications that they will not block the internship course once we get to that point.

On Wed, Aug 15, 2012 at 8:51 PM, Heysel, Garrett <heysel.1@osu.edu> wrote:

Hi Dickie,

I think that this is a reasonable request. Do you concur?

Thanks,

Garrett

From: "Dangler, Douglas" <Dangler.6@osu.edu>

Date: Thu, 30 Aug 2012 13:04:09 -0400

To: "Selfe, Richard" <selfe.3@osu.edu>, Garrett Heysel <heysel.1@osu.edu>

Subject: Re: Concurrence for course on Audio Production for Radio

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Dr. Heysel

Initially, I would note that while the proposed course (Audio Production for Radio and Podcasting) does not overlap with a specific course within the School of Communication, there is substantial overlap with elements of a variety of courses in our curriculum. That said, we are willing to grant concurrence but we would like a promise not to block future expansion of our curriculum that may overlap with this course. For example, while I am not aware of any plans to expand the Lantern in this direction, I cannot predict what plans may be in place 5 years from now. So we would like a promise from the Center for the Study of Teaching and Writing not to block courses that we may develop in the future that overlap to some degree with this course.

Dave

--

Dr. Richard (Dickie) Selfe <selfe.3@osu.edu>
Director, Center for the Study and Teaching of Writing
125 S. Oval Dr.
485 Mendenhall Labs
tOhio State University
Columbus, Ohio 43210
614-546-6854 (primary, cell)

Subject: Re: FW: Concurrence for course on Audio Production for Radio

Date: Friday, August 31, 2012 11:05:07 AM Eastern Daylight Time

From: David Ewoldsen

To: Heysel, Garrett

Sounds good. I agree

On Fri, Aug 31, 2012 at 10:53 AM, Heysel, Garrett <heysel.1@osu.edu> wrote:

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Dave

Subject: RE: Concurrence for course on Audio Production for Radio
Date: Monday, August 13, 2012 4:15:55 PM Eastern Daylight Time
From: Gray, Daniel
To: Heysel, Garrett, Ewoldsen, David

Hi Garrett,
This looks fine to me. Happy to grant concurrence.
Best,
DG

From: Heysel, Garrett
Sent: Monday, August 13, 2012 2:35 PM
To: Ewoldsen, David; Gray, Daniel
Subject: Concurrence for course on Audio Production for Radio

Hello Professors Ewoldsen and Gray,

The Center for the Study of Teaching and Writing is proposing a course and I thought that it would be proper to seek your concurrence before it went to the A&H panel for review. The syllabus is attached. Please let me know if you give your concurrence or if not, your rationale and if possible suggestions.
Thanks,
Garrett

Garrett R. Heysel, PhD
Assistant Dean, Arts & Humanities
Senior Lecturer, French
College of Arts & Sciences
The Ohio State University
114 University Hall
230 North Oval Mall
Columbus, OH 43210-1319

Phone: 614-292-5130
Fax: 614-292-8666
E-mail: heysel.1@osu.edu

From: Garrett Heysel <heysel.1@osu.edu>
Date: Mon, 13 Aug 2012 14:18:28 -0400
To: Deborah Moore-Haddad <haddad.2@osu.edu>
Subject: Concurrence

Hi Deborah,
I hope that you are doing well. I'm back in the office and trying to catch up. The attached course is being proposed through the Center for the Study of Teaching and Writing. I thought that it would be wise to seek concurrence from Communication/Journalism and Theatre. Whom should I contact in SBS land? Any thoughts?
Garrett

Garett R. Heysel, PhD
Assistant Dean, Arts & Humanities
Senior Lecturer, French
College of Arts & Sciences
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Phone: 614-292-5130
Fax: 614-292-8666
E-mail: heysel.1@osu.edu
