



## SYLLABUS 1.0

**230 On Air Talent** (Replacing BCST 120) (3) (Credit/No Credit or letter grade option). Two lecture and three lab hours plus two hours by arrangement per week. Recommended Preparation: ENGL 838 or ENGL 848 or equivalent. Introduction to basic announcing and communicating techniques for television and radio talent. Emphasizes format, delivery and on-camera performance. Includes practice in marking copy, voiceover, and on camera techniques. (To increase competency, may be taken two times for a maximum of 6 units.)(CSU) .

### Instructor: Michelle M. Brown

Associate Professor, Broadcast & Electronic Media  
Technology Division, College of San Mateo

Office Hours: Tues 11am - 12:30pm and Thurs 1-3pm

Office Location: KCSM, Bldg. 09, Room 135 (library basement)

Office Phone: (650) 524-6934

E-Mail: [brownm@smccd.edu](mailto:brownm@smccd.edu) Include the word **"TALENT" in Subject Line** of all class-related email!!!

### Class Schedule

Class meets Tuesdays 1:10pm - 05:50pm in Rm 18-201. We will also use Studio B in B9/KCSM for Lab.

### Required Textbooks

Hausman/ Benoit/ Messere/ O'Donnell, "Announcing: Broadcast Communicating Today," Fifth Edition. (Aug 4, 2003). Wadsworth. ISBN: 0534563104

### Recommended, but not required:

Basic stopwatch. You may have a stopwatch or timer on your cell or other device that would work, as long as it shows seconds.

### Student Learning Outcomes

This course consists of lectures, assigned readings, and lab exercises. Students will get practice in these areas: documentary interviewing, marking copy, voiceover, radio DJing, on camera news, on camera field report. Students in this class will...

- ❖ Demonstrate the ability to mark copy.
- ❖ Demonstrate the ability to understand a message and "read for meaning."
- ❖ Demonstrate basic audio engineering skills to select and set up mics, mixers, recorders.
- ❖ Gain experience conducting (documentary) interviews.
- ❖ Complete a vocal self-assessment and identify areas for improvement (diction, breathing, inflection, pitch, pacing).
- ❖ Gain experience in on-camera newscast delivery, including reading teleprompter and ad-libbing.
- ❖ Understand the role and responsibilities of on-air talent in light of media's impact on society.
- ❖ Consider the ethics involved in making media and working in the broadcast or entertainment industries.

**Assignments & Points**

Sample Script Recording 1	25	Points/Scale A=900-1000 B=800-899 C=700-799 D=600-699 F=<600
Vocal Self Evaluation 1	25	
Listen & Critique	25	
Mark up copy	50	
Voiceover Practice Exercise	25	
Voiceover 1 (rewrite)	50	
Voiceover 2 (Narration)	75	
Voice Acting (Character)	100	
DJ Live radio break	100	
On-Camera Practice Exercise	25	
On-Camera 1 Studio	100	
On-Camera 2 Field	100	
Documentary Interviews (vets)	100	
Sample Sentences Record 2.	25	
Vocal Self Evaluation 2	25	
Final Paper	100	
Participation & Teamwork	50	
<b>TOTAL 1000</b>		
Extra Credit opportunities.		

**Recording Assignments**

Much of this will be done in class. After lecture, you will begin lab, which requires sharing equipment and helping one another. It will be absolutely unacceptable to claim that you did not have time to record your assignment because you will always be given time to do so in class.

**Equipment Responsibility & Financial Liability**

The College of San Mateo and KCSM have provided recording equipment and facilities for your training. You are expected to use equipment in a responsible and professional manner. When you borrow equipment for class assignments, remember that you should **not** leave it in unsecured places, such as your car or allow your roommate to borrow it. **You also need a college ID to check out field gear.** *You will be held financially responsible for any equipment that is lost, broken, damaged or stolen due to your negligence.*

1	AUG 28	Buy the book.	Overview of course. Review syllabus. The role of announcers.	BUY THE TEXTBOOK!
2	SEPT 04	Pg 107	Beginning voice work. Record sample script for self-eval. Critique Lab: what to listen for.	1. Record Sample Script. 2. Voice Self Evaluations. 3. Listen & Critique: Live DJ, commercial voiceover.
3	11	CH 2	The Voice. Reading for time. The Voice. Language, Breathing, Diction.	Practice groups read :15 & :30 scripts. Voice and Breathing Exercises.

4	18	CH 3	Reading for Meaning. Marking Copy, Phrasing.	LAB: Inflection Marking Copy, Read, Record.
5	25	CH 3 con't.	Practice reading for meaning.	Listen lab. (listen to marked copy 1) Mark, Read, Record new copy.
6	OCT 02	CH 4	Delivery, Style Energy, Ad Lib. Play to the me- dium. Ethics	Record VO 1.
7	09	CH 8	Voiceovers and voice acting: Characters. Interviewing for documentaries.	Listen VO 1. Record VO 2 and VO 3 charac- ter voice. Interview prep.