



Broward Community College

Course Outline

STATUS: A

COMMON COURSE NUMBER: RTV 2102

COURSE TITLE: Broadcast Writing

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 16

Lab 32

Other

Contact Hours/Week 3

CATALOG COURSE DESCRIPTION:

Prerequisite: ENC 1101, ENC 1102, Instructor's Approval or Department Head Approval

Corequisite: None

Designed to give the student an opportunity to learn the style of presentation for different types of media/broadcast scripts. The course will emphasize practical broadcast writing skills, radio and television copy techniques and forms of commercial copy; as well as learning the special rules and regulations governing the presentation of materials "over the air."

General Education Requirements - Associate of Arts Degree, meets Area(s):
 General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. FCC Regs for Station IDs/Announcements/PSAs.
2. Code Of Federal Regulations/U.S. Criminal Code as pertains to R/TV.
3. R/TV style of presentation.
4. Station IDs.
5. Public Service Announcements (PSAs)
6. Commercials.
7. News.
8. Music Program Continuity.
9. Radio/TV show format comparisons.
10. Markets/Strategies/Ratings.
11. Dramatic Formats for TV/Screen.
12. Scripting a Dramatic Program for TV

I. Course Overview:

Upon successful completion of this course, the students should be able to understand the federal regulatory nature of radio and television broadcasting and demonstrate an ability to write broadcast quality scripts for the different, everyday purposes in radio and television station operations.

II. Units:

Unit 1. FCC Regulations for Station IDs, Announcements (including Commercials and Promos), and Public Service Announcements.

General Outcome:

- 1.0 The students should be able to comprehend the specific regulations by which broadcast station managers and employees must operate to satisfy the Federal Communications Commission Policies governing what may be broadcast over the public airwaves.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Recognize what an FCC Policy Statement is and what impact it has on broadcast station operations.
- 1.2 Understand the differences among the many types of announcements that are made on radio and television throughout the broadcast day.
- 1.3 Understand what the broadcast day is in terms of each station's FCC license for operation.
- 1.4 Know what must be included in a Station Identification message and when must it be broadcast.
- 1.5 Know what can be included in Commercial messages and when they can be broadcast --and how many per broadcast clock hour.
- 1.6 Recognize what a Public Service announcement message is and how it differs from other types of messages--and when these messages are aired.

Unit 2. The Code of Federal Regulations and the U.S. Criminal Code as pertains to Radio and Television.

General Outcome:

- 2.0 The students should be able to comprehend and apply the CFR and the U.S. Criminal Code to daily broadcast station operations.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Identify what constitutes the Code of Federal Regulations and to whom it apply.
- 2.2 Recognize the applicable sections of the U.S. Criminal Code and know the penalties for broadcasters who violate these federal stipulations
- 2.3 Understand the historical background making this body of law pertain to broadcasting/broadcasters.

Unit 3. The Radio/Television Style of Presentation.

General Outcome:

- 3.0 The students should be able to understand and use the specific style manual necessary for the writing of broadcast scripts.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Use the Broadcast Writing Style Manual for script directions and the presentation of material for broadcast over radio and/or television.
- 3.2 Recognize the differences in writing broadcast "cues" for dialogue, sound effects (SFX), music, and/or any change(s) necessary to record on tape or broadcast material live.
- 3.3 Master the actual physical presentation of material on paper for broadcasting by following the Style Manual Rules.

Unit 4. Station Identifications

General Outcome:

- 4.0 The students should be able to identify what a Station Identification is and write Station IDs that are usable during different broadcast day parts.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 4.1 Demonstrate the ability to write usable Station IDs for broadcast over radio and/or television station outlets.
- 4.2 Recognize the necessity for following the Code of Federal Regulations in writing this type of broadcast script.
- 4.3 Understand the need for "logging" official Station IDs for FCC monitoring purposes.

Unit 5. Public Service Announcement (PSAs)

General Outcome:

- 5.0 The students should be able to recognize what a Public Service Announcement is and write PSAs that are usable during the different broadcast day parts.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 5.1 Demonstrate the ability to write usable Public Service Announcements for broadcast over radio and/or television station outlets.
- 5.2 Recognize the necessity for following the Code of Federal Regulations governing the writing of this type of broadcast script.
- 5.3 Demonstrate the knowledge and understanding necessary to know what constitutes a PSA message and what may be and should be included in such a message.

Unit 6. Commercials

General Outcome:

- 6.0 The students should be able to understand the relationship of commercials to the economic survival of both radio and television and demonstrate the ability to write usable commercial scripts for various products.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 6.1 Demonstrate the ability to write usable Commercial script copy for both radio and television.
- 6.2 Demonstrate the knowledge and understanding necessary to know what constitutes "acceptable" commercial copy when representing a client at the local station level.
- 6.3 Apply the technical knowledge necessary for writing scripts with a "creative" approach to writing and producing commercials for radio and television.

Unit 7. Broadcast News

General Outcome:

- 7.0 The students should be able to recognize and assess the criteria of "News Value(s)" as well as apply these principles to the news copy they will write, which is judged within the context of "good taste" and the laws of libel.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 7.1 Demonstrate a complete understanding of what constitutes and/or "makes" news.
- 7.2 Demonstrate the ability to write usable news copy for broadcast on radio and television.
- 7.3 Display a complete understanding of the difference(s) between public and private citizens and what may constitute an invasion of privacy or a cause for action in a libel suit.
- 7.4 Understand what the media defenses are in a libel action.

Unit 8. Music Program Continuity

General Outcome:

- 8.0 The students should be able to demonstrate an understanding of how music programs are produced on radio/television from the writing of the program's script to music selection and final production and/or broadcast.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 8.1 Recognize music scripts as one type of programming for radio/television.
- 8.2 Demonstrate the ability to write music scripts (continuity) for broadcast to an audience as part of a longer program or a complete program in itself.
- 8.3 Display a reasonably "sophisticated" knowledge of music in general and at least one specific type suitable for a broadcast format.

Unit 9. Radio/Television Show Format Comparisons

General Outcome:

- 9.0 The students should be able to recognize, analyze, and compare the various radio and television program formats and/or script types for production.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 9.1 Demonstrate an ability to discuss and compare program formats in terms of program selection and success rates for continued broadcasting.
- 9.2 Show an understanding of the different sources of broadcast programming.
- 9.3 Assess network and local programming on radio and television.
- 9.4 Understand the basic business aspect(s) of programming on radio/television.

Unit 10. Market, Strategies, and Ratings

General Outcome:

10.0 The students should be able to grasp the conceptual ideas involved in the study of Broadcast Markets, strategies for the sale of programming and the airing of programs, and understand the different ways to "rate" a program.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 10.1 Understand the idea(s) surrounding how broadcast markets are rated and by whom.
- 10.2 Demonstrate knowledge about the major broadcast rating services and how these ratings are computed and what they mean.
- 10.3 Demonstrate knowledge of broadcast program strategies and the rationale(s) involved.
- 10.4 Assess and compare basic broadcast program market data as presented by Arbitron, Inc. and the A.C. Nielsen Company.

Unit 11. Dramatic Formats for TV/Screen

General Outcome:

- 11.0 The students should be able to differentiate between scripts for television and scripts for movies and write the appropriate cues and/or directions when using each script format.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 11.1 Write a complete script for a dramatic program on television in scene-by-scene fashion.
- 11.2 Write a complete script for a movie in scene-by-scene screenplay fashion.
- 11.3 Display the ability to write the appropriate dialogue, technical directions, SFX, and music cues for either a television or movie script.

Unit 12. Scripting a Dramatic TV Program

General Outcome:

12.0 The students should be able to write a complete television program dramatic script.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

12.1 Demonstrate the ability to write an acceptable script for a single scene and/or a complete television program in dramatic format, with all appropriate cues and directions for major and minor characters.

12.2 Write the appropriate background parts of a complete television dramatic program, including sets needed, locations, character descriptions, previous-action storyline.