

## Course Information Form (CIF)

**Course Code:** COM 141 (IAI MC 918)

**Course Title:** Multimedia Announcing and Production

**Department:** Arts, Media, and Social Sciences

**Effective Date:** Summer 2026

**PCS Code:** 1.1 - Baccalaureate/Transfer

**CIP Code:** 10.0202

**Repeatability:** 0

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### Credit Hours

**Catalog Notation:** 2-2-3

**Credit Hour Distribution:**

Lecture: 2

Lab: 2

Clinical: 0

**Total: 3**

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### General Course Information

#### Catalog Description

Multimedia announcing techniques; scripting and voicing radio commercials; conducting broadcast interviews and news; audio production techniques in Adobe Audition; basic audio effects and signal processing; practical application through live radio shifts at WPCD, Parkland's FM radio station.

#### General Course Objectives

This course is designed to teach students basic broadcast announcing, production, and operations.

#### Minimum Placement Levels

English	Reading	Math
None	Placement out of CCS 098	None

#### Prerequisites

None

#### Methods of Evaluation

Minimum of 8 chapter quizzes, written midterm exam, and final exam. A minimum of 5 projects, a minimum of 8 on-air hours, a minimum of 3 broadcast critiques and self-evaluation of on-air performance, and at least 2 production assignments determined by instructor.

#### Instructional Materials and Additional Supplies

Broadcast Announcing Worktext: A Media Performance Guide, Stephenson, Reese, and Beadle; Taylor and Francis Publisher (current edition)

## Course Content

### General Learning Outcomes (GLOs)

- Communication: Students will demonstrate the ability to read, write, listen, and speak effectively.
- Creativity and Innovative Thinking: Students will design, present, and interpret materials, information, and ideas in innovative ways.
- Technology: Students will demonstrate the ability to evaluate, select, and appropriately use current and emerging tools.

### Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
WPCD Standard Operations	1. Demonstrate basic knowledge of radio station protocol.	2	2	0
Production Audio Console	1. Operate an audio production board.	4	4	0
FCC Rules and Regulations	1. Recognize and apply broadcast laws.	1	1	0
Transmitters	1. Demonstrate ability to take appropriate transmitter readings.	1	1	0
Common Announcing Problems	1. Recognize and use proper pronunciation and language skills and the key elements of vocal development.	2	2	0
Audio Consoles and Peripherals and Production Software	1. Operate broadcast studio equipment. 2. Demonstrate ability to record, edit, and produce content for radio.	2	2	0
Study of Announcer Types: Radio and Television	1. Demonstrate an understanding of the various roles of an announcer.	4	4	0
On-air Announcing: Radio and Television, Including Television News	1. Employ an appropriate speaking style for both radio and television broadcasting. 2. Demonstrate the ability to deliver on-camera news segment with teleprompter.	4	4	0
Study and Analysis of Copy	1. Analyze, edit, write, and deliver broadcast copy.	2	2	0
Interviews	1. Demonstrate the ability to conduct a broadcast interview.	2	2	0
Hosting Broadcast Programs	1. Employ impromptu on-air skills.	2	2	0
Formats and Rotations	1. Analyze format and rotation strategy of radio stations.	1	1	0

<b>Course Segment</b>	<b>Learning Outcomes</b>	<b>Lecture Hours</b>	<b>Lab Hours</b>	<b>Clinical Hours</b>
Recording and Analyzing Air Check/Semester Critique	1. Evaluate and assess own on-air performance.	1	1	0
Study of Professional Voice Work	1. Compare and contrast on-air and online radio personalities and podcasts.	1	1	0
Audio Production	1. Demonstrate the ability to use effects and signal processing for audio production and mixing.	1	1	0

**Total Contact Hours**

<b>Lecture Hours</b>	<b>Lab Hours</b>	<b>Clinical Hours</b>
30	30	0