

**Central Carolina Community College
Program Planning Guide**

Broadcasting Production Technology

Credential: Associate in Applied Science Degree in Broadcasting Production Technology (A30120)

Students enrolled in the Broadcasting Production Technology curriculum will develop professional skills in radio, television, audio, video, and related applications.

Training emphasizes speech, script writing, production planning, editing, and post production. Students - also study the development of the broadcasting industry, sales, ethics, law, marketing, and management. Hands-on training and teamwork approaches are essential to the instructional process.

Upon successful completion, students are prepared to enter broadcasting, production, and related industries in a variety of occupations.

Program Length: 6 semesters

Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology

Note: Associate in Applied Science students may begin with the Radio or the TV Production sequence.

Program Sites: Lee Campus - Day Program

| Suggested Course Schedule: | HOURS | | | Grade | Semester | Notes |
|--|------------------------------------|------------|---------------|--------------|-----------------|--------------|
| | Class | Lab | Credit | | | |
| Sequence beginning w/Television | | | | | | |
| 1st Semester (Fall) | | | | | | |
| BPT 110 | Introduction to Broadcasting | 3 | 0 | 3 | | |
| BPT 111 | Broadcast Law & Ethics | 3 | 0 | 3 | | |
| BPT 121 | Broadcast Speech I | 2 | 3 | 3 | | |
| BPT 231 | Video/TV Production I | 2 | 6 | 4 | | |
| BPT 235A | TV Performance I-A | 0 | 3 | 1 | | |
| ENG 111 | Expository Writing | 3 | 0 | 3 | | |
| ENG 111A | Expository Writing Lab | 0 | 2 | 1 | | |
| | | 13 | 14 | 18 | | |
| 2nd Semester (Spring) | | | | | | |
| BPT 112 | Broadcast Writing | 3 | 2 | 4 | | |
| BPT 113 | Broadcast Sales | 3 | 0 | 3 | | |
| BPT 122 | Broadcast Speech II | 2 | 3 | 3 | | |
| BPT 232 | Video/TV Production II | 2 | 6 | 4 | | |
| BPT 235B | TV Performance I-B | 0 | 3 | 1 | | |
| | Social/Behavioral Science Elective | 3 | 0 | 3 | | |
| | | 13 | 14 | 18 | | |
| 3rd Semester (Summer) | | | | | | |
| BPT 236 | TV Performance II | 0 | 6 | 2 | | |
| COE 111 | Co-op Work Experience I | 0 | 10 | 1 | | |
| | | 0 | 16 | 3 | | |
| Students May Exit w/Diploma in Television Production Technology | | | | | | |
| 4th Semester (Fall) | | | | | | |
| BPT 131 | Audio/Radio Production I | 2 | 6 | 4 | | |
| BPT 135A | Radio Performance IA | 0 | 3 | 1 | | |
| BPT 210 | Broadcast Management | 3 | 0 | 3 | | |
| BPT 215 | Broadcast Programming | 3 | 0 | 3 | | |
| CIS 110 | Introduction to Computers | 2 | 2 | 3 | | |
| ENG 114 | Professional Research & Reporting | 3 | 0 | 3 | | |
| | | 13 | 11 | 17 | | |

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5th Semester (Spring)

| | | | | | | | |
|----------|-------------------------------|---|----|----|--|--|--|
| BPT 132 | Audio/Radio Production II | 2 | 6 | 4 | | | |
| BPT 135B | Radio Performance IB | 0 | 3 | 1 | | | |
| BPT 250 | Institutional Video | 2 | 3 | 3 | | | |
| | Humanities/Fine Arts Elective | 3 | 0 | 3 | | | |
| MAT 115* | Mathematical Models | 2 | 2 | 3 | | | |
| | | 9 | 14 | 14 | | | |

6th Semester (Summer)

| | | | | | | | |
|---------|--------------------------|---|----|---|--|--|--|
| COE 121 | Co-op Work Experience II | 0 | 10 | 1 | | | |
|---------|--------------------------|---|----|---|--|--|--|

*May substitute MAT 140 (transferable)

Total Semester Hours Credit: 69/70

| Suggested Course Schedule: | | HOURS | | | Grade | Semester | Notes |
|---|------------------------------------|--------------|------------|---------------|--------------|-----------------|--------------|
| | | Class | Lab | Credit | | | |
| Sequence beginning w/Radio | | | | | | | |
| 1st Semester (Fall) | | | | | | | |
| BPT 110 | Introduction to Broadcasting | 3 | 0 | 3 | | | |
| BPT 111 | Broadcast Law & Ethics | 3 | 0 | 3 | | | |
| BPT 121 | Broadcast Speech I | 2 | 3 | 3 | | | |
| BPT 131 | Audio/Radio Production I | 2 | 6 | 4 | | | |
| BPT 135A | Radio Performance IA | 0 | 3 | 1 | | | |
| ENG 111 | Expository Writing | 3 | 0 | 3 | | | |
| ENG 111A | Expository Writing Lab | 0 | 2 | 2 | | | |
| | | 13 | 14 | 18 | | | |
| 2nd Semester (Spring) | | | | | | | |
| BPT 112 | Broadcast Writing | 3 | 2 | 4 | | | |
| BPT 113 | Broadcast Sales | 3 | 0 | 3 | | | |
| BPT 122 | Broadcast Speech II | 2 | 3 | 3 | | | |
| BPT 132 | Audio/Radio Production II | 2 | 6 | 4 | | | |
| BPT 135B | Radio Performance IB | 0 | 3 | 1 | | | |
| | Social/Behavioral Science Elective | 3 | 0 | 3 | | | |
| | | 13 | 14 | 18 | | | |
| 3rd Semester (Summer) | | | | | | | |
| COE 111 | Co-op Work Experience I | 0 | 10 | 1 | | | |
| Students may exit w/Diploma in Radio Production Technology | | | | | | | |
| 4th Semester (Fall) | | | | | | | |
| BPT 210 | Broadcast Management | 3 | 0 | 3 | | | |
| BPT 215 | Broadcast Programming | 3 | 0 | 3 | | | |
| BPT 231 | Video/TV Production I | 2 | 6 | 4 | | | |
| BPT 235A | TV Performance IA | 0 | 3 | 1 | | | |
| CIS 110 | Introduction to Computers | 2 | 2 | 3 | | | |
| ENG 114 | Professional Research & Reporting | 3 | 0 | 3 | | | |
| | | 13 | 11 | 17 | | | |

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5th Semester (Spring)

| | | | | | | | |
|----------|--------------------------|---|----|----|--|--|--|
| BPT 232 | Video/TV Production II | 2 | 6 | 4 | | | |
| BPT 235B | TV Performance IB | 0 | 3 | 1 | | | |
| BPT 250 | Institutional Video | 2 | 3 | 3 | | | |
| | Human/Fine Arts Elective | 3 | 0 | 3 | | | |
| MAT 115* | Mathematical Models | 2 | 2 | 3 | | | |
| | | 9 | 14 | 14 | | | |

6th Semester (Summer)

| | | | | | | | |
|---------|--------------------------|---|----|---|--|--|--|
| COE 121 | Co-op Work Experience II | 0 | 10 | 1 | | | |
|---------|--------------------------|---|----|---|--|--|--|

*May substitute MAT 140 (transferable)

Total Semester Hours Credit: 69

Course Descriptions Broadcast Production

BPT 110 Intro to Broadcasting 3-0-3

This course introduces the field of broadcasting and other electronic media. Emphasis is placed on the history, development, and current status of radio, television, and related industries. Upon completion, students should be able to demonstrate knowledge of regulations, organizational structure, revenue sources, historical development, and ongoing operation of broadcasting and related industries.

BPT 111 Broadcast Law & Ethics 3-0-3

This course covers judicial, legislative, and administrative policies pertinent to the ethical and legal operation of broadcast and other electronic media organizations. Emphasis is placed on legal and ethical issues including First Amendment protection, FCC regulations, copyright, and libel laws. Upon completion, students should be able to demonstrate an understanding of the historical significance and modern-day application of important broadcast laws and policies.

BPT 112 Broadcast Writing 3-2-4

This course introduces proper copy and script writing techniques and formats for radio, television, and other electronic media. Emphasis is placed on creating effective scripts for programs and promotional materials, including commercial and public radio service announcements for a specific target audience. Upon completion, students should be able to understand and write copy and scripts according to standard industry formats.

BPT 113 Broadcast Sales 3-0-3

This course covers sales principles applicable to radio, television, cable, and other electronic media. Emphasis is placed on prospecting and servicing accounts, developing clients, and preparing sales presentations. Upon completion, students should be able to create a sales presentation based upon standard ratings reports, prospect for new customers, and understand account management.

BPT 121 Broadcast Speech I 2-3-3

This course covers basic preparation and performance of

on-air talents' speaking quality. Emphasis is placed on developing a pleasant and efficient voice with techniques applied to taped news, features, commercial copy, and announcing. Upon completion, students should be able to show improvement and aptitude in proper articulation, pronunciation, rate of delivery, pitch, breathing techniques, inflection, projection, and phrasing.

BPT 122 Broadcast Speech II 2-3-3

Prerequisite: BPT 121

This course covers basic and advanced preparation and performance of on-air speech. Emphasis is placed on enhancing a pleasant, effective voice with techniques applied to impromptu speaking, radio plays, and taped presentations. Upon completion, students should be able to employ proper articulation, pronunciation, rate of delivery, phrasing, and other voice techniques in a professional manner.

BPT 131 Audio/Radio Production I 2-6-4

This course covers the creation, development, production, and presentation of audio programming elements for broadcast and/or other electronic media applications. Emphasis is placed on the proper operation of professional audio equipment and the study of basic physical behavior and perceptual effects of sound. Upon completion, students should be able to correctly operate audio recording and playback equipment and demonstrate an understanding of the basic components of sound.

BPT 132 Audio/Radio Production II 2-6-4

Prerequisite: BPT 131

This course covers the use of advanced audio production techniques in broadcast and/or other electronic media applications. Topics include basic audio signal processing equipment and analog and digital professional audio recording and playback equipment. Upon completion, students should be able to optimize the use of professional audio equipment in the production of effective audio programming.

BPT 135 Radio Performance I 0-6-2

This course provides an opportunity to operate the college radio

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station as an announcer/board operator. Emphasis is placed on operating control-room equipment, logging transmitter readings, EBS tests, reading news, and broadcasting free of interruptions. Upon completion, students should be able to prepare music, public service announcements, and promos for timely broadcast; introduce songs/programs smoothly; and follow FCC rules.

BPT 210 Broadcast Management 3-0-3
This course covers management duties within the fields of broadcasting and other electronic media. Emphasis is placed on the management of broadcast stations and cable systems, including financial, personnel, news, sales, and promotion management. Upon completion, students should be able to demonstrate knowledge of successful station operation, including key management concepts and strategies.

BPT 215 Broadcast Programming 3-0-3
This course covers programming methods, research, and resources needed to provide programs for radio, television, cable, and satellite target audiences. Topics include market research and analysis; local, network, and public station programming and program sources; and scheduling procedures for electronic media. Upon completion, students should be able to develop a programming format or schedule.

BPT 231 Video/TV Production I 2-6-4
This course covers the language of film/video, shot composition, set design, lighting, production planning, scripting, editing, and operation of video and television production equipment. Emphasis is placed on mastering the body of knowledge and techniques followed in producing all forms of video and television production. Upon completion, students should be able to produce basic video and television productions in a team environment.

BPT 232 Video/TV Production II 2-6-4
Prerequisite: BPT 231
This course covers advanced video and television production. Emphasis is placed on field production, post-production, digital video effects, graphics, and multi-camera productions. Upon completion, students should be able to create productions that optimize the use of studio, field, and post-production equipment.

BPT 235 TV Performance I 0-6-2
This course provides hands-on experience in the operation of television studios and/or stations. Emphasis is placed on the application of skills through direct participation in the production or distribution of television programs. Upon completion, students should be able to demonstrate competence in performing key station and/or studio duties.

BPT 236 TV Performance II 0-6-2
Prerequisite: BPT 235
This course provides hands-on experience in the operation of television studios and/or stations. Emphasis is placed on the application of skills through direct participation in the production or distribution of television programs. Upon completion, students should be able to demonstrate competence in performing key station and/or studio duties.

BPT 250 Institutional Video 2-3-3
This course covers development and production of non-broadcast video productions for clients. Emphasis is placed on

satisfying client objectives, including interviewing, research, site surveying, script review, photography, and post-production. Upon completion, students should be able to plan, write, shoot, and edit an institutional video designed to meet a client's objectives.

CIS 110 Introduction to Computers 2-2-3
This course introduces computer concepts, including fundamental functions and operations of the computer. Topics include identification of hardware components, basic computer operations, security issues, and use of software applications. Upon completion, students should be able to demonstrate an understanding of the role and function of computers and use the computer to solve problems. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.

COE 111 Co-op Work Experience I 0-10-1
This course provides work experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.

COE 121 Co-op Work Experience II 0-10-1
This course provides work experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.

ENG 111 Expository Writing 3-0-3
Prerequisites: Take one set: RED 090 and ENG 090, ENG 095, or appropriate placement test scores.
Corequisites: ENG 111A
This course is the required first course in a series of two designed to develop the ability to produce clear expository prose. Emphasis is placed on the writing process including audience analysis, topic selection, thesis support and development, editing, and revision. Upon completion, students should be able to produce unified, coherent, well-developed essays using standard written English. This course has been approved for transfer under the CAA and ICAA as a general education course in English Composition.

ENG 111A Expository Writing Laboratory 0-2-1
Prerequisites: Take one set: RED 090 and ENG 090, ENG 095, or appropriate placement test scores.
Corequisites: ENG 111
This writing laboratory is designed to apply the skills introduced in ENG 111. Emphasis is placed on the editing and revision components of the writing process. Upon completion, students should be able to apply those skills in the production of final drafts in ENG 111. The computer is used as a writing and design tool for this course.

ENG 114 Professional Research and Reporting 3-0-3
Prerequisite: ENG 111
This course, the second in a series of two, is designed to teach professional communication skills. Emphasis is placed on research, listening, critical reading and thinking, analysis, interpretation, and design used in oral and written presentations. Upon completion,

