



**Broadcasting Production Technology  
 Credential: Radio Broadcasting Production  
 Technology Diploma  
 D3012010**

Students enrolled in the Radio Broadcasting Production Technology diploma curriculum will develop professional skills in radio, audio, and related applications. Training will emphasize speech, script writing, radio production planning, editing, and post production. Students will also study the development of the radio 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 radio broadcasting, production, and related industries in a variety of occupations. Credits earned in this program may be transferred toward an Associate in Applied Science Degree in Broadcasting Production Technology provided the student meets the entrance requirements for the degree program.

Program Length: 3 semesters  
 Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology (Higher entrance standards required); Diploma in Television Broadcasting Production Technology  
 Program Sites: Lee Campus - Day Program

**Course Requirements for Radio Broadcasting Production  
 Technology Diploma**

<b>A. General Education Courses (7 SHC)</b>		<b>C-L-SHC</b>
ENG 111	Expository Writing	3-0-3
ENG 111A	Expository Writing Lab	0-2-1
*POL 130	State and Local Government	3-0-3
*Students may substitute any approved social/behavioral science.		

<b>B. Required Major Core Courses (13 SHC)</b>		
BPT 110	Introduction to Broadcasting	3-0-3
BPT 111	Broadcast Law and Ethics	3-0-3
BPT 112	Broadcast Writing	3-2-4
BPT 113	Broadcast Sales	3-0-3

<b>C. Other Major Hours Required for Graduation (17 SHC)</b>		
BPT 121	Broadcast Speech I	2-3-3
BPT 122	Broadcast Speech II	2-3-3
BPT 131	Audio/Radio Production I	2-6-4
BPT 132	Audio/Radio Production II	2-6-4
BPT 135	Radio Performance I	0-6-2
COE 111	Co-op Work Experience I	0-10-1

Total Semester Hours Credit Required for Graduation: 37

**Semester Curriculum for Radio Broadcasting Production  
 Technology Diploma**

<b>1st Semester (Fall)</b>		
BPT 110	Introduction to Broadcasting	3-0-3
BPT 111	Broadcast Law and 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	<u>0-2-1</u>
		13-14-18

<b>2nd Semester (Spring)</b>		
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
*POL 130	State and Local Government	<u>3-0-3</u>
		13-14-18

\*Students may substitute any approved social/behavioral science.

<b>3rd Semester (Summer)</b>		
COE 111	Co-op Work Experience I	0-10-1

Total Semester Hours Credit Required for Graduation: 37

**COURSE DESCRIPTIONS**

**BPT 110 Introduction 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 on-going operation of broadcasting and related industries.

**BPT 111 Broadcast Law and 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

*Prerequisites: 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

*Prerequisites: 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 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.

**COE 111 Co-op Work Experience I** 0-10-1

*Prerequisite: Approval of Instructor or Department Chairperson*  
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: RED 090 and ENG 090 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 to satisfy the Comprehensive Articulation Agreement general education core requirement in English composition.*

**ENG 111A Expository Writing Lab** 0-2-1

*Prerequisites: RED 090 and ENG 090 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.

**POL 130 State and Local Government** 3-0-3

This course includes state and local political institutions and practices in the context of American federalism. Emphasis is placed on procedural and policy differences as well as political issues in state, regional, and local governments of North Carolina. Upon completion, students should be able to identify and discuss various problems associated with intergovernmental politics and their effect on the community and the individual. This course has been approved to satisfy the Comprehensive Articulation Agreement pre-major and/or elective requirement.