



**Broadcasting Production Technology
 Credential: Associate in Applied Science Degree
 in Broadcasting Production Technology
 A3012000**

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

Course Requirements for Broadcasting Production Technology Degree

A. General Education Courses (16 SHC)		C-L-SHC
ENG 111	Expository Writing	3-0-3
ENG 111A	Expository Writing Lab	0-2-1
ENG 114	Professional Research and Reporting	3-0-3
*HUM 220	Human Values and Meaning	3-0-3
**MAT 140	Survey of Mathematics	3-0-3
***POL 130	State and Local Government	3-0-3
* Students may substitute any approved humanities course.		
** Students may substitute MAT 115 (nontransferable).		
***Students may substitute any approved social/behavioral science.		

B. Required Major Core Courses (13 SHC)		
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

C. Other Major Hours Required for Graduation (40 SHC)		
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
BPT 210	Broadcast Management	3-0-3
BPT 215	Broadcast Programming	3-0-3
BPT 231	Video/TV Production I	2-6-4
BPT 232	Video/TV Production II	2-6-4
BPT 235	TV Performance I	0-6-2

BPT 250	Institutional Video	2-3-3
CIS 110	Introduction to Computers	2-2-3
COE 111	Co-op Work Experience I	0-10-1
COE 121	Co-op Work Experience II	0-10-1

Total Semester Hours Credit Required for Graduation: 69

Semester Curriculum for Broadcasting Production Technology Degree

Sequence Beginning with Television

1st Semester (Fall)		C-L-SHC
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 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	<u>0-2-1</u>
		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
***POL 130	State and Local Government	<u>3-0-3</u>
		13-14-18
3rd Semester (Summer)		
COE 121	Co-op Work Experience I	0-10-1

Students May Exit with a 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 and Reporting	<u>3-0-3</u>
		13-11-17
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
*HUM 220	Human Values and Meaning	3-0-3
**MAT 140	Survey of Mathematics	<u>3-0-3</u>
		10-12-14
6th Semester (Summer)		
COE 111	Co-op Work Experience II	0-10-1

* Students may substitute any approved humanities course.
 ** Students may substitute MAT 115 (nontransferable).
 ***Students may substitute any approved social/behavioral science.

Total Semester Hours Credit: 69

Semester Curriculum for Broadcasting Production Technology Degree

Sequence Beginning with Radio

1st Semester (Fall)		C-L-SHC
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		
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
***POL 130	State and Local Government	<u>3-0-3</u>
13-14-18		
3rd Semester (Summer)		
COE 111	Co-op Work Experience I	0-10-1

Students May Exit with a 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 and Reporting	<u>3-0-3</u>
13-11-17		
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
*HUM 220	Human Values and Meaning	3-0-3
**MAT 140	Survey of Mathematics	<u>3-0-3</u>
10-12-14		
6th Semester (Summer)		
COE 121	Co-op Work Experience II	0-10-1

Total Semester Hours Credit: 69

* Students may substitute any approved humanities course.

** Students may substitute MAT 115 (nontransferable).

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

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.

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 -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

Prerequisites: 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 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 to satisfy the Comprehensive Articulation Agreement general education core requirement in natural science/mathematics (Quantitative Option).*

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.

COE 121 Co-op Work Experience II 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.

ENG 114 Prof. Research and Reporting 3-0-3

Prerequisites: 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, students should be able to work individually and collaboratively to produce well-designed business and professional written and oral presentations. The computer is used as a writing and design tool for this course. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in English composition.*

HUM 220 Human Values and Meaning 3-0-3

Prerequisites: ENG 111

This course presents some major dimensions of human experience as reflected in art, music, literature, philosophy, and history. Topics include the search for identity, the quest for knowledge, the need for love, the individual and society, and the meaning of life. Upon completion, students should be able to recognize interdisciplinary connections and distinguish between open and closed questions and between narrative and scientific models of understanding. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in humanities/fine arts.*

MAT 140 Survey of Mathematics 3-0-3

Prerequisites: MAT 070, MAT 080, MAT 120, MAT 121, MAT 161, MAT 171, or MAT 175 or appropriate placement test scores

This course provides an introduction in a non-technical setting to selected topics in mathematics. Topics may include, but are not limited to, sets, logic, probability, statistics, matrices, mathematical systems, geometry, topology, mathematics of finance, and modeling. Upon completion, students should be able to understand a variety of mathematical applications, think logically, and be able to work collaboratively and independently. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in natural sciences/mathematics.*

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.