

Radio Practicum

COMM 312-01

Spring 2021

Massachusetts College of Liberal Arts

Thursdays 6:30-9:15, Murdock 201

WJJW studio, Campus Center

91.1 FM, and streaming at wjwradio.com

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Office hours: Tuesday and Thursday 3:00-4:00 pm; and by appointment

Texts

There are no texts required for this course. The instructor will provide various handouts/documents throughout the semester.

Description/Objectives

WJJW has been broadcasting a terrestrial signal since 1973, and began streaming on the Internet in 2011. It is capable of broadcasting 500 watts, and its signal reaches about 5-10 miles from campus, depending on the direction and weather. It is licensed by the Federal Communication Commission as a non-commercial educational (NCE) radio station.

The Radio Practicum class serves three purposes. First, students will learn about the operation of an NCE. This will include the very important adherence to FCC guidelines. The second purpose is for students to become comfortable doing a live radio show. The third purpose is for students to assume various roles at the station that, taken together, will:

- ensure that WJJW is in compliance with FCC regulations;
- help all DJs and staff understand and comply with FCC regulations;
- assist the student staff, in particular new DJs, with learning the operations and policies of WJJW;
- work with the elected student executive board to advance the goals of the station;
- provide outreach to the campus community and the public about the mission and goals of WJJW;
- work with campus constituencies on public service announcements;
- learn how to use audio editing software to record various PSAs, station IDs, etc.

Students will be required to provide two hours a week of live programming at the station as part of their weekly commitment (this is for a student enrolled for 3 credits; the number of hours goes up or down with more or fewer credits.) Typically, practicum students will fill daytime hours, as volunteer DJs often fill night hours (but this is flexible). This helps fulfill an FCC requirement that a person is always at the station for a minimum of eight hours a day between the hours of 8 a.m. and 6 p.m., Monday through Friday. Live programming also increases WJJW's public visibility and ensures that if any person visits the station, which by regulation is allowed, he/she will be greeted by a staff member. You are required to fulfill these hours every week.

Your "show," typically two 2-hour slots, must have a show name and description, for inclusion on the programming list on the streaming web site.

By virtue of taking this class you are also on the staff of the station, and should attend WJJW staff meetings during the semester; there are typically three throughout the semester. Your

names will be added to the master e-mail list for WJJW staff.

Class meetings

As a practicum class, this class requires the bulk of work outside of class, in the WJJW studio, as outlined above. Therefore, we will meet as a class on Thursday nights approximately four times during the semester (**which for Spring 2021 does not include a Teams introductory meeting on 1/28/21**), with the caveat that this number of meetings could be decreased or increased, depending on the number of students in the class and how the needs of the station evolve this semester, particular with COVID concerns in mind.

Students will receive a COVID student media protocol guide that outlines procedures for safe operation of WJJW.

"Attendance"

It is imperative that you meet your obligation to do these shows. This is a radio station, not a class in which you can skip and make it up later. Missing a show means there is dead air, or someone has to either put on a playlist or substitute for you. There is no way to make up for a show you've missed - we can't turn back time!

If you are sick or have a legitimate reason for missing a show, you need to e-mail me as soon as you know. In addition, you need to try to find a replacement via posting on the WJJW Facebook group.

If you miss more than two shows during the semester, your final grade will be deducted one full letter grade for every show you miss beyond two.

FCC exam

It is essential WJJW adheres to FCC regulations as they pertain to NCEs, and students need to be familiar with these and other important regulations regarding the broadcast media. About halfway through the semester, we'll meet to discuss the various regulations that apply to WJJW, and then schedule the exam.

Production/other duties

Radio Practicum students will be primarily responsible for various productions, including public service announcements, IDs and station promos. Students in this class will perform other functions to assist the station, such as providing web site content, updating station documents regarding policies and procedures, community outreach, etc.

GRADING:

FCC exam	20%
Shows	50%
Production/other duties	20%
Participation	10%

There is no final exam in this class.