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**TODD ROBBINS**

Digital Media & Communications  
Radio & Television Broadcasting  
Career & Technical Education  
Watertown High School

**Make Radio Waves: Career  
Collaboration via Radio Broadcasting**





**A UNIQUE PERSPECTIVE...**



# OUR COURSES

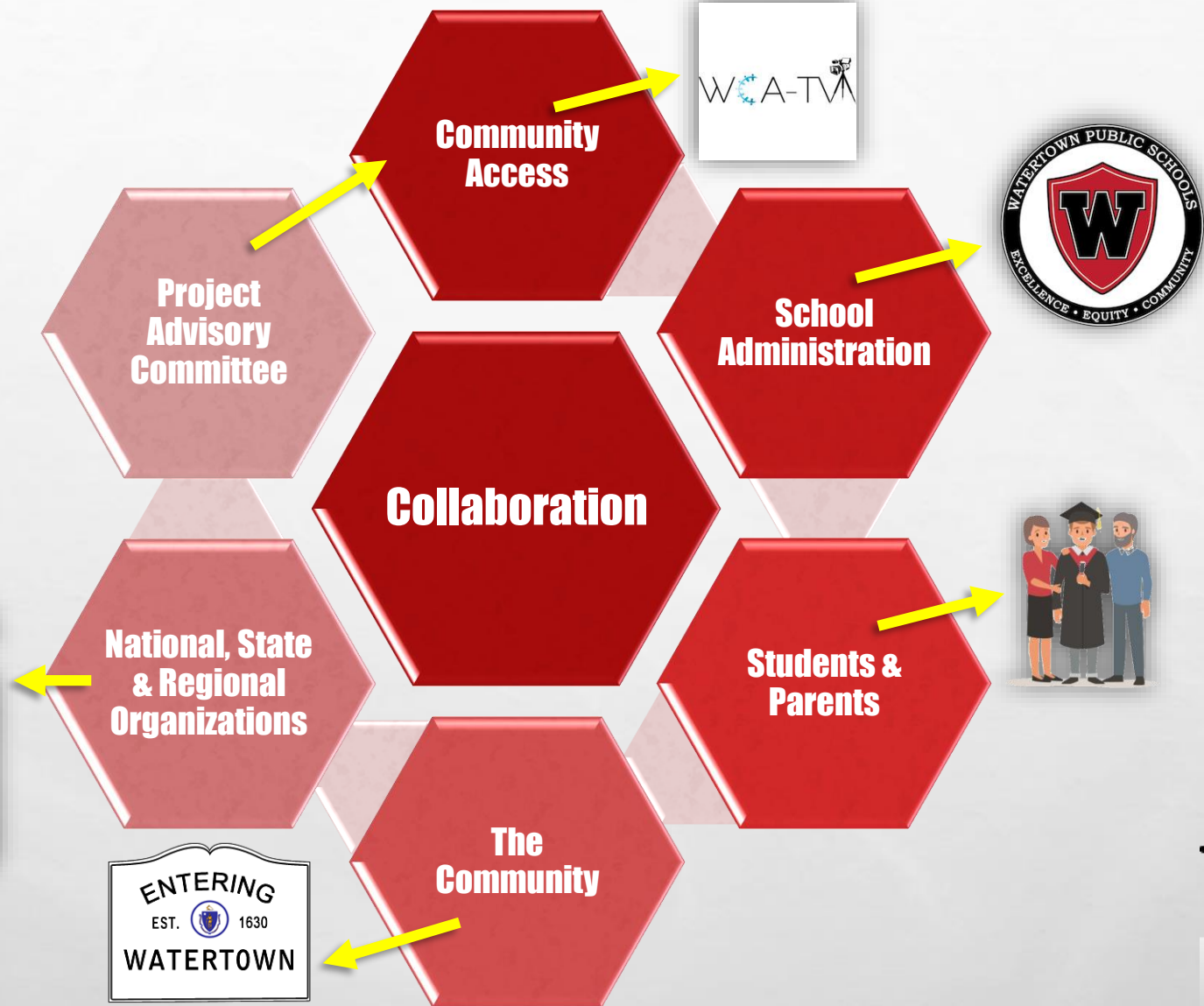
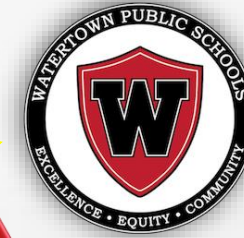
- **DIGITAL VIDEO MAKING**
- **TELEVISION NEWS PRODUCTION**
- **STUDIO TELEVISION BROADCASTING**
- **RADIO BROADCASTING**
- **ADVANCED CAPSTONE**



# WELCOME TO RADIO BROADCASTING



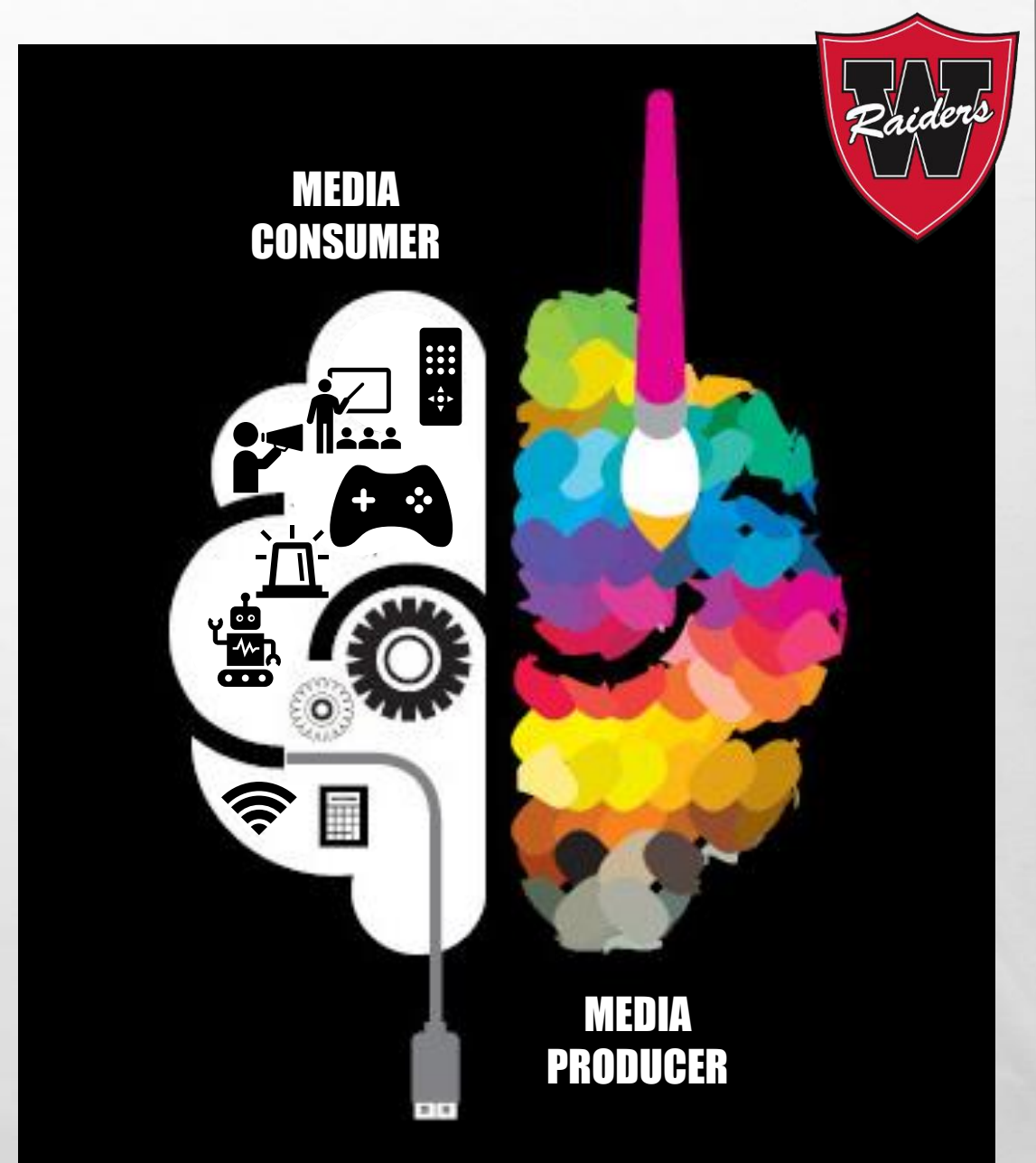




**AN INHERENTLY COLLABORATIVE EXPERIENCE...**

# A SHIFT IN MINDSET...

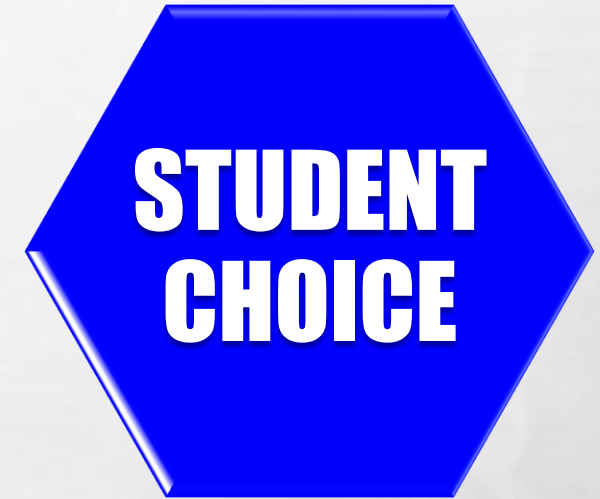
- GET BEYOND THE CONCEPT OF MAKING A FUNNY VIDEO AND PUTTING THAT UP AS CONTENT TO CHANGING THEIR MINDSET INTO CREATING A WORK PRODUCT THAT CAN MOVE MINDS





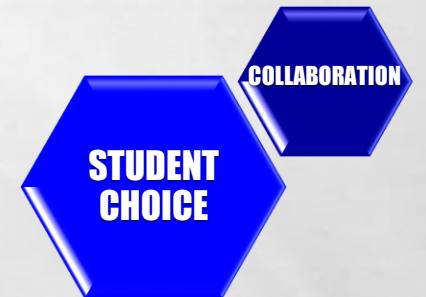
STUDENT CHOICE IS MORE THAN SIMPLY  
PICKING A TASK. IT'S ABOUT OWNING THE ENTIRE  
LEARNING PROCESS.

*JOHN SPENCER*



**MODUS OPERANDI...**





**RADIO BROADCASTING – A LESSON IN SKILL BUILDING**





# THE PSA PROJECT

## The Premise:

- Serves as the basic foundation of Radio Broadcasting course.
- Students are expected to write a script for radio using evocative language, using sound effects, etc.
- Students learn how to edit using Adobe Audition

## STUDENT CHOICE:

- Students have full creative control to deliver their message – topic, tone, mixing voice(s), sound effects, audience, etc.



COLLABORATION

STUDENT  
CHOICE





### The Premise:

- Students are tasked with deciding on a type of update (news, sports, entertainment, weather, traffic, technology, political, etc.) that appeals broadly to an audience.
- Research 5 stories from traditional resources, read and summarize those stories down to the major details (to emulate the capsule of an update)
- Students write the summaries into a template provided to them and practice delivering the update (~1-2 minutes in length)
- Finally, the students record the update for broadcast.

### STUDENT CHOICE:

- Students have full creative control to deliver their message – topic, tone, stories, audience, etc.



**STUDENT  
CHOICE**



# UPDATE WRITING AND DELIVERY







### Types:

- Sports, School, Entertainment, Gossip, Politics, "Girl Talk," Advice, Conspiracy Theories, Music, Multi-Lingual/Cultural, Variety.

### The Premise:

- Students explore the formats of different types of radio shows individually.
- Form Teams based on interest (*2-4 per team*)
- Teams collectively design:
  - Format for their show
  - Clock
  - Show Logo
  - Branding Language/Positioner Statement
  - Record/Edit Show Open

### STUDENT CHOICE:

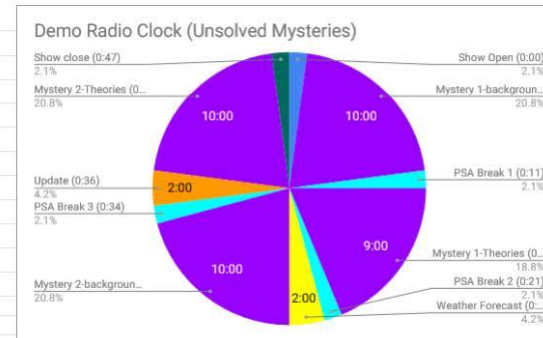
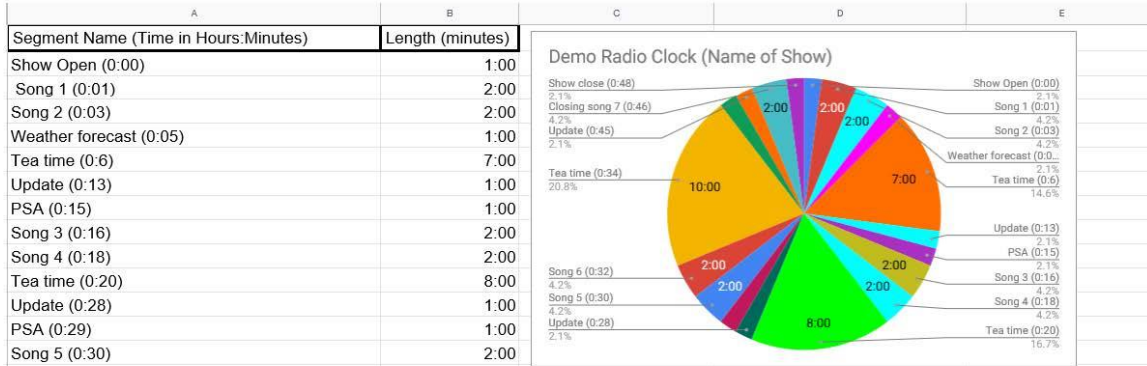
- Students have full creative in show design and execution

COLLABORATION

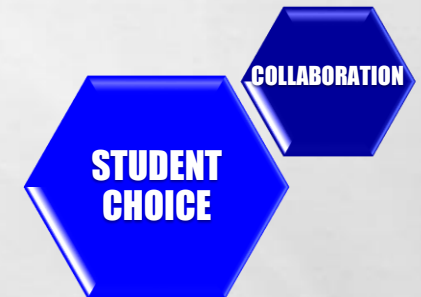
STUDENT  
CHOICE



# DESIGN A RADIO SHOW

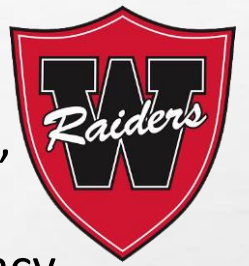


Required Elements	Total Length of Required (minutes)
Public Service Announcements (3)	3:00
Update (1)	2:00
Weather Forecast (1)	2:00
Show Open / Close (1, played twice)	2:00



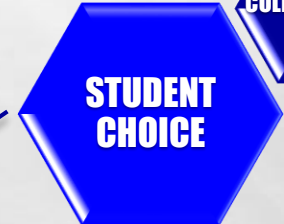
# DESIGN A RADIO SHOW - EXEMPLARS





## The Premise:

- This is a truly LIVE show every 3<sup>rd</sup> or 4<sup>th</sup> class period, depending on the number of teams.
- Live show environment generates urgency/immediacy for an on-the-job feel.



### STUDENT CHOICE:

- Students have full creative in show design and execution – IT'S TIME TO GO LIVE!



# LIVE BROADCAST ROTATIONS



**BE  
PREPARED**

**Prep Days:**

- 1-2 Days utilized for show preparation:
  - Outlines
  - Completing Radio Logs
  - Writing Show Summary
  - Discussing what went well and areas in need of improvement as a team.
- Then, the students meet with the instructor...

<http://www.mrrobbinsdmc.com/mava-resources-2019.html>



**Prep Days**

**Meet w/  
Instructor**

**Live Show**

**WORK FLOW – Part 1**

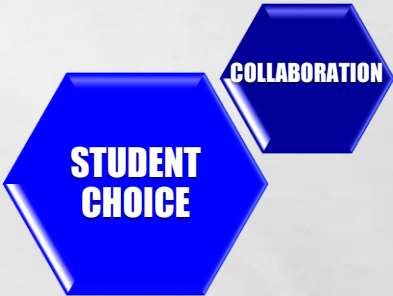


WHS on WCA-Radio Show Log  
2015 - 2016 Semester 1  
Group Members: XXXX, XXXX, XXXX, XXXX  
Show Name: The Chatter  
Episode Number: 8  
Date: 1/6/16

	Element Type	Subject / Segment / Title / Details
00:00	Open	Bumper Music Elza
00:01	Update	Beth
00:03	PSA	Jaslyn PSA:Endangered animals
00:04	News	Beth 1)Intended collision on Las Vegas Strip 2)Child killed in Westport house fire 3)Child survivor of arson receives trip to Disney
00:12	PSA	Yianni PSA: HW Help
00:13	News	Catherine 1)Man receives new trailer 2)Paying kindness forward at McDonald's Drive Thru 3)man pulls out gun for his son on life support
00:21	PSA	Amin PSA: PDA
00:22	Weather	Elza
00:24	PSA(2)	Anthony PSA: Depression Help Catherine PSA:Cell Phone Use
00:26	Entertainment	Jaslyn 1. Fuller House 2. Ms. Universe 3. Bella Thorne
00:34	PSA	Dan PSA: Texting and Driving
00:35	Entertainment	Elza 1)Kelly Clarkson expecting twins 2)Mariah Carey enjoys snowball fight with her twins before traveling to Aspen w/her boyfriend 3)Justin Bieber takes a selfie with fashion santa on a Canadian shopping trip
00:40	Close	Tease Upcoming Programs, Sign - off, Return to Music

WHS on WCA-Radio Show Log  
2015 - 2016 Semester 1  
Group Members: XXXX, XXXX, XXXX, XXXX  
Show Name: The Chatter  
Episode Number: 8  
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Overall our show went very smoothly. Beth began with giving us an update, and we transitioned into the news segment where Beth talked about a severe car accident, a fire, and the survivor of an unsolved arson given the little girl a trip of a lifetime. In the second portion of our news segment, Catherine talked about the man moved to new trailer, a McDonald's holiday surprise and a man who saved his son's life with a gun. After the break Elza gave the weather report and we started off the entertainment segment with Jaslyn talking about the new premiere of "Fuller House", Ms. Universe, and Bella Thorne and her Hollywood mean girl. Elza finished up the show discussing Kelly Clarkson, Mariah Carey and Justin Bieber in Canada.





## What do meetings look like?

- Students facilitate discussion (student-centered)
- Instructor prompts with questions (Socratic seminar-esque)
- Meetings can take between 10-50 minutes
- Instructor will also challenge each team to incorporate additional/new skills and layers into their programming, as the semester progresses



<http://www.mrrobbinsdmc.com/mava-resources-2019.html>

# WORK FLOW – Part 2

**Prep Days**

**Meet w/  
Instructor**

**Live Show**





### TIME TO GO LIVE:

- Students are on their own (completely student-centered work product).
- Working as a group in the radio studio:
  - Host
  - Panelists
  - Playback (playing back PSAs, sound effects, updates, interviews)
  - Board-Op (controlling microphones and live stream)



<http://www.mrrobbsdmc.com/mava-resources-2019.html>

## WORK FLOW – Part 3

**Prep Days**

**Meet w/  
Instructor**

**Live Show**



### TIME TO GO LIVE:

- Live on web stream (using Mixx Software)
- Shows are archived to Soundcloud for Podcasts
- Shows are recorded in studio for television rebroadcast (think *Dan Patrick Show*, *Felger and Mazz*)



<http://www.mrrobbsdmc.com/mava-resources-2019.html>

## WORK FLOW – Part 3

**Prep Days**

**Meet w/  
Instructor**

**Live Show**







## Standards:

- TEAM STANDARDS
  - Teamwork, Communication, Overall Show Quality, Execution
- INDIVIDUAL STANDARDS
  - Participation, Pre-production Prep, Professionalism, Initiative, Individual Role Performance
- DEPARTMENT/COMMON STANDARDS
  - Communication and Literacy, Technical Skills, Professionalism, Problem-Solving, Completing Tasks



# GRADING/ASSESSMENT



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**TODD ROBBINS**

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**QUESTIONS?**