Outcomes Mapping

ARTS DIVISION						
Program:	AS Radio Broadcasting: Behind the Scenes	# Courses:	12	Updated:	6/30/2015	Submitted by:

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Institutional Level Outcomes (ILOs): *As a result of an educational experience with any aspect of the college, students will develop the following knowledge, skills, abilities, and attitudes:*			
1. Communication	2. Critical Thinking	3. Information and Technology Literacy	4: Personal, Social, Civic, and Environmental Responsibility

Connect Program Level Outcomes (PLOs) with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated following the completion of the program or educational experience.		PLO to ILO Alignment			
PLO Name	*PLO Defined: Upon successful completion of this program, students will be able to:*	1	2	3	4
1. Entry-level skills	Work in production, programming or a variety of other behind-the-scenes positions at a commercial radio station	M			
2. Recording	Use studio equipment to record and edit a pre-recorded piece			M	
3. Technical	Operate the studio equipment required to produce a live broadcast			M	
4. Social Media	Use social media during a live radio show to engage with the audience	M		M	
5. Producer	Develop and implement ideas for a radio show		M	M	
6. Programming	Develop a format for a radio station		M	M	

See the Outcomes Assessment website for definitions and examples of Mt. SAC's ILOs: http://www.mtsac.edu/instruction/outcomes/ilos.html

Key for Level of Learning
(Use for Mapping SLOs/MOs to PLOs to ILOs)
I = Knowledge/Skill Introduced
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Outcomes Mapping

Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 01 Introduction to Electronic Media	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Identify key developments in the history of major U.S. electronic media industries, especially their evolution as social, political, and economic forces in U.S. society.	I											I		
MO2. Describe the technical evolution of electronic media.	I										I			
MO3. Identify the principal means of economic and political support for different electronic media, and discuss their impact.	I											I		
MO4. Analyze regulations of electronic media.	I			I								I		
MO5. Define commonly-used electronic communication technology.	I			I							I			
MO6. Identify the business structure and revenue streams for each medium.	I											I		

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Course: R-TV 09 Broadcast Sales and Promotion

Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.

SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Create and explain effective advertising schedules and campaigns applying target demographics and ratings analysis.	P					P					P	P		
MO2. Evaluate sales figures to determine the effectiveness of campaigns and make recommendations to increase effectiveness of subsequent campaigns.	P					P					P	P		
MO3. Develop advertising campaigns directed toward a specific demographic.	P				P	P					P	P		
MO4. Utilize market surveys and demographic evaluation in developing station and client promotions.	P				P	P					P	P		
MO5. Interact, evaluate, and apply talents of on-air personalities with respect to promotions and contests.	P					P					P	P		
MO6. Use copywriting techniques when developing commercial campaigns.	P					P					P	P		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 10 Radio Programming and Producer Techniques	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Identify various programming techniques for a variety of different radio formats.	P					P					P	P		
MO2. Create format clocks incorporating a variety of programming elements such as news, traffic and music.	P				P	P					P	P		
MO3. Evaluate the benefits of various programming elements such as news and traffic.	P				P	P					P	P		
MO4. Evaluate and explain the value of an interview topic with respect to the demographics of a specific radio show and/or station.	P				P	P					P	P		
MO5. Explain basic FCC requirements for keeping a radio station on the air.	P				P	P					P	P		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 11A Beginning Radio Production	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Identify equipment needed for operation of a studio.	P	P	P										P	
MO2. Differentiate various editing effects of voice, sound and music in both tape-based and digital technologies.	P	P											P	
MO3. Explain the components of an interview.	P				P							P		
MO4. Combine voice, music and sound effects in the creation of a radio commercial suitable for airing.	P	P				P							P	
MO5. Demonstrate proper maintenance of studio equipment.	P												P	

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)															
Course: R-TV 11B Advanced Radio Production	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.														
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Demonstrate mastery of recording studio techniques.	M	M											M	
MO2. Exhibit the skills of a professional, radio production facility engineer or producer.	M	M	M										M	
MO3. Apply terminology related to a Pro Tools recording environment.	M	M	M								M		M	
MO4. Perform all aspects of recording studio procedures.	M	M	M										M	
MO5. Evaluate multiple elements of sound, analyze digital audio.	M	M	M										M	
MO6. Accurately perform quality control on a recording master.	M	M	M										M	

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 15 – Broadcast Law and Business Practices	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Analyze and evaluate entertainment industry contracts.	P											P		
MO2. Contrast and compare union contracts with non-union contracts.	P											P		
MO3. Evaluate the role of unions in the entertainment industry.	P											P		
MO4. Outline the process to apply for and protect copyrights and trademarks for intellectual properties.	P											P		
MO5. Interpret the First Amendment as it applies to electronic media.	P											P		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)														
Course: R-TV 96 Campus Radio Station Lab	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.													
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Create and execute or plan and produce live radio shows.	P		P								P	P	P	
MO2. Execute or produce broadcasts following all FCC rules and regulations.	P				P	P						P	P	P
MO3. Maintain and follow written music and/or commercial logs during a live performance.	P		P										P	
MO4. Voice or write and produce Public Service Announcements, sweeps and station promos.	P	P			P	P					P			P
MO5. Self-evaluate and critique recorded performances or production pieces.	P												P	

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)

Course: R-TV 97A Radio/Entertainment Industry Work Experience

Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.

SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Inventory and examine personal and technical skills for use in the workplace.	P											P		P
MO2. Research possible internship sites.	P											P		P
MO3. Plan strategies to target and obtain an internship to maximize chances of employment in an area proposed by the student.	P											P		P
MO4. Create an effective package to secure an internship that showcases the student's major strengths and skills.	M											M		P
MO5. Evaluate progress at the internship site with instructor and adjust performance to maximize the experience.	P											P		P

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)															
Course: R-TV 97B Radio/Entertainment Industry Work Experience	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.														
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Effectively participate at the internship site to supervisor's standards.	M										M	M	M	
MO2. Improve skills as prescribed by internship supervisor's evaluations.	P										P	P	P	
MO3. Demonstrate consistent professional skills at the internship site per supervisor's standards.	M										M	M	M	
MO4. Demonstrate improvement of skills previously identified as inadequate by site supervisor and/or course instructor.	M										M	M	M	
MO5. Evaluate performance at internship site and detail methods of improvement.	M										M	M	M	

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Outcomes Mapping

Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)															
Course: R-TV 31 History of Radio DJs	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.														
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Explain how the role of the DJ has changed over the years.	P				P	P					P	P		
MO2. Evaluate the influence DJs have had on radio development.	P				P	P						P		
MO3. Identify and explain the various techniques employed by a number of famous DJs to attract and keep audiences.	P				P	P						P		
MO4. Evaluate current radio DJs in order to determine their influences and effectiveness.	P				P	P					P	P		
MO5. Identify and evaluate a variety of DJ styles.	P				P	P						P		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)															
Course: R-TV 32 Radio-TV Internet Applications	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.														
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Describe basic website structure.	I											I		
MO2. Use Internet terminology.	P			P	P						P			
MO3. Create, add, and manage audio and video content on websites.	M			M	M								M	
MO4. Evaluate Internet content with respect to its effectiveness and applicability to specific entertainment topics.	M				M							M		
MO5. Identify media opportunities to exploit content and increase traffic to a specific site.	M				M							M		
MO6. Develop media plans to reach and maintain audiences through audio and video web content.	M			M	M							M		

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Student Learning Objectives (SLOs), Measureable Objectives (MOs), Administrative Unit Objectives (AUOs)															
Course: R-TV 33 Radio Show Producer Techniques and Procedures	Connect Outcomes with an **I, P, or M** (see Key in Footer) identifying the level to which knowledge or a skill can be demonstrated in that portion of the course or service.														
SLOs, MOs, AUOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	ILO 1	ILO 2	ILO 3	ILO 4
MO1. Evaluate and explain the value of an interview topic with respect to the demographics of a specific radio show and/or station.	M			M								M		
MO2. Select appropriate guest/s for a selected topic based on their expertise in or affiliation with the subject.	M			M								M		
MO3. Create a show outline that incorporates station formatics.	M			M	M							M		
MO4. Identify a variety of potential sub-topics for a particular show theme.	M			M								M		
MO5. Analyze and critique the highlights of a previously recorded show in order to create an effective "Best of" show for re-broadcast purposes.	M	M		M								M		

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