

THE ENTERTAINMENT CAREER CONNECTION, INC.

Radio Connection Curriculum Fact Sheet Radio Broadcasting School

The Radio Connection Broadcasting School course curriculum qualifies graduates for positions in the radio broadcasting field. Assignments include in-studio lab time training in an on-air radio station with state-of-the-art equipment. Radio Connection Broadcasting School trains you to become a radio broadcaster, program director, voice-over artist, promotions director and more. The radio program is taught one-on-one, in private sessions, in real radio stations with a real radio professional that takes each student through the course curriculum. No experience is required and students can take classes part time during night or weekend sessions, training around a current job.

Faculty

The Entertainment Career Connection's radio broadcast teachers are comprised of a real on-air personality or program director. Radio professionals are mentors who know how to succeed in the highly competitive broadcasting industry. These industry experts pass their knowledge and experience on to the Radio Connection classroom, providing training the practical way. Students learn in a real station, under real life working conditions, being trained one-on-one by a working professional. The mentor faculty proactively teaches both professional and technical skills, which helps to bridge the gap between academia and the workplace.

Pre-Production, Production, Post Production Classes

Following outlines the radio class materials. This 13 part course includes written curriculums and training guides. Hands-on lab drills are performed in an actual radio station in the student's local area.

Voice and Speech Development

- Resonance and voice inflection
- Speech improvement
- Speech vocabulary
- Diaphragmatic breathing
- Breath conservation and control exercises
- Qualities of a good speaking voice
- The importance of vowel resonance
- Diction and articulation exercises
- The slate
- Diction and pronunciation exercises
- Agility drills
- Stress and phrasing exercise
- Inflection exercise
- The announcer
- Front, middle and back vowels
- Voice exercises
- Vocal exercises
- Voice and speech training

Commercial Announcing and Copywriting

- Commercial type
- Commercial announcing
- The importance of selling when announcing commercials
- Know when you're selling
- Understanding your copy
- Script breakdown
- Know the characters
- Know the audience
- Interpretation of the script
- Commercial delivery for announcers
- Radio commercial production
- Timing commercials
- Commercial style guide

- Commercial copywriting
- Effective selling types
- Basic commercial structure
- The scriptware
- Copywriter guide
- Exact timing
- Writing assignment
- Commercials with jingles
- Production
- DAT and other digital audio software
- Copywriter techniques

Voiceovers

- Commercial practice section, over 100 commercials
- Copy outline
- Union or non-union guilds
- SAG
- Delivery styles
- Looping and mixing
- Sound effects library
- Digital editing
- The final voice over mix

Disc Jockey/Talk Show Host

- The DJ
- The straight announcer
- The formula jock
- The musicologist
- The comic
- The man on the street
- The "True DJ"
- Successful personality trait
- Learn to be you

- Originality
- Your radio personality
- Developing your on-air-skill
- Producer
- Producing your show
- Selecting your music
- Ad-libbing
- (T) Talk radio format
- Developing topics for use on-the-air
- Interview format
- Original concept ideals
- Show timing
- Program formats
- (A/C) Adult
- Contemporary
- (CHR) Contemporary Hit Radio
- AOR) Album Oriented Rock
- (C) Country Radio
- (UC) Urban Contemporary
- (E) Ethnic Radio
- (R) Religious Radio
- (MOR) Middle of the Road
- Staying within the format
- Format clocks
- The station log
- Disc jockey show
- Interviewing
- Station ID's
- Music surveys
- The record companies
- Celebrity interviewing
- Keeping the interview going
- Final DJ talk show

News Broadcasting and Writing

- News policy and procedures
- Announcing the news
- Responsibility
- News sources
- The wire services
- UPI and AP
- Investigative reporting
- News conferences
- Business
- Political news
- Polling
- Program notice
- Code of ethics
- Equal opportunity
- Freedom of information
- Controversial matters
- Wire services and their audio networks
- Interviews
- Correspondent reporters
- Riot coverage
- Terrorism
- Religions
- Obscene or profane language
- Lotteries
- Preparing the news
- Reporting from the scene
- Payola
- Privacy
- Interception

- Eavesdropping
- Copyright
- Radio hot lines
- Radio stringers
- Newscast
- Newscast with commercials
- Broadcast journalism
- News writing techniques
- Stock market reports
- Farm reports
- Special headline news
- Several practice newscasts
- News actuality
- On the spot news reporting

Sports Broadcasting & Writing

- Study hints for sportscasters
- Sports announcing
- Employment opportunities for the sports announcer and writer
- Sports reporting for the all sports and news station
- Sports reporting for the music station
- Sports reporting for the small market station
- Sports reporting for the major market networks
- Sports announcing for the professional team
- Play-by-play announcing
- Color announcing
- Sports interviewing
- Wire service for sports announcing
- Major sports coverage
- The sports reporter
- Tips for the sportscaster
- Sportscasts
- Sportscast timing
- Calling the game
- The sports analyst
- Practice sportscasts
- One-on-one sports
- Announcing
- Sports writing
- Sports delivery styles

Public Service Announcements

- PSA's
- Public speaking
- The community
- Public interviewing
- Public appearances
- The political side
- Public reporting
- Charity
- Nation public issues
- Local community issues

Weather Reporting

- Weather forecast
- Meteorologist
- Weather terms
- Weather hot lines
- UPI weather service
- Emergency broadcast service
- Weather forecast delivery

The Technical Side

- Audio production
- Reel-to-reel analog machines
- Digital recording techniques
- Digital audio
- DAT
- Audio consoles
- Control studio equipment
- VU meters
- Patch panels
- Transducers and compressors
- CD functions
- Pressing the CD
- Music library
- Editing and splicing on tape
- Digital audio workstations
- Pro-Tools, CakeWalk, SAW programs
- Digital Editing

The Business of Radio

- Structure within the radio station
- Station management
- The program director
- Sales department
- Selling time
- The account executive
- Ratings
- Station surveys
- Music research
- The radio code
- Understanding and using radio audience estimates
- Arbitron radio market report
- Advertising agencies
- Co-op sales

- Promotions
- Recording
- Ratings
- Geographical areas
- Small and major market research

Broadcasting Glossary

- Terms used In radio and TV

Final Audition Tape Formats

- Audition tape formats
- Mixing
- Covering all radio and TV formats
- Final digital editing
- DAT Copies

Career Development

- Getting that first job in broadcasting
- FCC license
- Broadcasting positions and duties at the radio stations
- Approach in seeking an on-air" broadcasting position
- Goal setting
- Preparing your audition tapes
- The personal interview
- Preparing a resume
- The cover letter
- Obtaining your diploma
- Getting a letter of recommendation (on the station's letterhead) from your local mentor
- Preparing your package (to send to stations)
- Keeping your job
- Growth in broadcasting

About the Entertainment Career Connection

Founded in 1984, the Entertainment Career Connection, Inc., a fully accredited academic institution certified by the National Private Schools Accreditation Alliance, provides educational apprentice programs for the film, radio, television and the music recording industries in more than 100 U.S. cities in all 50 states. The schools provide the entertainment industry with graduate apprentices and entry level employees. The Entertainment Career Connection offers a complete financial aid package from Sallie Mae the nation's leading provider of student loans, and other financial aid programs.

Students learn from successful mentors in real world situations including active recording studio sessions, on real film sets and at actual on air radio stations. The company is headquartered at Hollywood and Vine, by the historic Walk of Fame in Los Angeles, California. Visit www.film-connection.com, www.radioconnection.com or www.recordingconnection.com.

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