

JRN 288 – Radio in the Age of Spotify

Course code: JRN 288

Term and year: Fall 2024

Day and time: Wednesdays 18:30-21:15

Instructor: Douglas Arellanes

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Consultation hours: 60 minutes before class start

Credits US/ECTS	3/6	Level	
Length	15 weeks	Pre-requisite	
Contact hours	42 hours	Course type	

1. Course Description

The rise of powerful, low-cost digital tools for producing, editing and distributing audio has revolutionized the thing we used to call 'radio.' This class will ask a simple question: In a time when audio platforms such as Spotify have millions of hours of content and perfect algorithms, what do we need humans for? We will search for answers together by creating podcasts and radio shows in a hands-on manner for Sound Bricks Radio, AAU's internet radio station, which offers a variety of programming, including music as selected by student DJs, rebroadcasting AAU lectures, longform conversations with AAU lecturers and visitors, interesting podcasts and other content as we find it. Our goal is to produce truly freeform radio, as practiced by independent broadcast and streaming stations worldwide such as:

- Berlin Community Radio
- Worldwide FM in London and Los Angeles
- BBC Radio 6 in the UK
- KPFA in Berkeley, California
- WFMU in New York
- Resonance FM in London
- Monocle24 in London
- Radio Bilingue in California

Students will produce their own shows of at least one hour duration, and will also participate in the production of "Sound Bricks Live," a show broadcast from class. Production involves various roles, which students will rotate through. These roles include: Moderator, producer, engineer, guest.

A computer capable of working with sound is a requirement for the class; a smartphone capable of recording audio and an external microphone is strongly recommended. Nice-to-haves include sound production equipment such as digital recorders, mixers and editing software.

2. Student Learning Outcomes

Upon completion of this course, students should be able to:

- Create compelling radio content;
- Create their own weekly shows for the AAU internet radio station, Sound Bricks

- Be familiar with:
- The basic tools of creating digital radio, especially digital audio workstation software such as Adobe Audition or Audacity
- Internet radio software such as Airtime
- Concepts of live streaming
- Make promotional materials and station identifiers
- Create live broadcasts using mobile phones or tablets

3. Reading Material

Required Materials

- Airtime Pro manual
- <https://sourcefabricberlin.zendesk.com/hc/en-us/articles/115001615843-Download-the-full-Airtime-Pro-manual>
- Audacity manual <http://manual.audacityteam.org/>
- - or Audition manual https://forums.adobe.com/servlet/JiveServlet/downloadBody/4695-102-1-6280/Adobe_Audition_CC_6.0_reference.pdf
- Arch Oboler's Lights Out. <https://www.oldtimeradiodownloads.com/thriller/lights-out>
- Hindenburg crash coverage by Herb Morrison:
- <https://www.archives.gov/exhibits/eyewitness/html.php?section=5>
- The Mercury Theatre, "War of the Worlds" MP3 and debunking
- <http://www.snopes.com/war-of-the-worlds/>
- World War II On The Air: Edward R. Murrow and the broadcasts that riveted a nation
- http://history.journalism.ku.edu/1940/multimedia/audio/Murrow_broadcasts/wwii_radio.shtml
- Microphone techniques for recording
- Microphone techniques for live sound reinforcement
- http://cdn.shure.com/publication/upload/838/microphone_techniques_for_live_sound_reinforcement_english.pdf
- Microphone techniques for recording
- http://cdn.shure.com/publication/upload/837/microphone_techniques_for_recording_english.pdf

Recommended Materials

- Has Spotify killed the radio student DJ?
<https://studybreaks.com/2017/04/02/student-run-radio/>
- How Hip Hop has become is becoming the oldies
<https://www.nytimes.com/2015/07/19/magazine/how-hip-hop-is-becoming-the-oldies.html>

4. Teaching methodology

Students will learn by doing, discussing and reading. Discussions, demonstrations, information gathering, hands-on editing and production work will fill much of the class time, supplemented with lectures, in-class broadcasts and guest speakers.

Students will create at least eight episodes of a radio program of their own choice, as well as participating in the weekly "Sound Bricks Live" broadcasts. Students will also be required to provide constructive criticism of the content created by other students in the class.

In addition, students will be expected to contribute to the Sound Bricks website and social media presence as part of their work. Pointers to additional online resources related to class topics will be added to the class account in Microsoft Teams.

5. Course Schedule

Date	Class Agenda
Session 1 4 Sept 2024	<p>Topic: General introduction</p> <p>Description: Examples of model radio stations, discussion on what makes a great student radio station</p> <p>Reading: Close listening to recorded coverage of the 1937 Hindenburg disaster</p> <p>Assignments/deadlines: Create a jingle for Sound Bricks Radio</p>
Session 2 11 Sept 2024	<p>Topic: Digital Audio Workstation software I</p> <p>Description: Using Audacity for sound editing</p> <p>Reading: Audacity manual, Microphone Techniques for Recording (http://cdn.shure.com/publication/upload/837/microphone_techniques_for_recording_english.pdf)</p> <p>Assignments/deadlines: Finalize jingle for Sound Bricks Radio</p>
Session 3 18 Sept 2024	<p>Topic: Digital Audio Workstation software II</p> <p>Description: Using filters and multitracking for audio production</p> <p>Reading: Audacity manual, Microphone Techniques for Live Sound Reinforcement http://cdn.shure.com/publication/upload/838/microphone_techniques_for_live_sound_reinforcement_english.pdf</p> <p>Assignments/deadlines:</p>
Session 4 25 Sept 2024	<p>Topic: Web-based streaming radio</p> <p>Description: Creating a radio show using web-based tools</p> <p>Reading: Airtime Pro manual, https://sourcefabricberlin.zendesk.com/hc/en-us/articles/115001615843-Download-the-full-Airtime-Pro-manual</p> <p>Assignments/deadlines: Create a one- to three-hour show for Sound Bricks Radio</p>
Session 5 2 Oct 2024	<p>Topic: Introduction to live broadcast workflow for iOS</p> <p>Description: Learning live broadcasting using Backpack Studio and streaming tools</p> <p>Reading: Gary McGath, "Basics of Streaming Protocols," http://www.garymcgath.com/streamingprotocols.html</p> <p>Assignments/deadlines: Arrange and prepare a live Sound Bricks broadcast in groups, create a Sound Bricks radio show</p>
Session 6 9 Oct 2024	<p>Topic: Live broadcast workflow using a notebook computer</p> <p>Description: Using VLC, BUTT and analog tools for a live broadcast</p> <p>Reading: Article, "Has Spotify killed the student radio DJ?", https://studybreaks.com/2017/04/02/student-run-radio/</p> <p>Assignments/deadlines: Create a Sound Bricks radio show</p>
Session 7 16 Oct 2024	<p>Topic: Radio drama</p> <p>Description: Learning from historical examples in radio production</p> <p>Reading: Close listening to "Arch Oboler's Lights Out" and the Mercury Theater's "War of the Worlds."</p> <p>Assignments/deadlines: Write a treatment for a short radio drama, create a Sound Bricks show, work on audio interview</p>
Session 8 23 Oct	<p>Topic: Future forms of radio</p> <p>Description: Examples of experiments into new radio forms from BBC Labs,</p>

2024	EBU working groups Reading: Assignments/deadlines: Create a Sound Bricks radio show, work on audio interview
28 Oct -1 Nov	Mid-term break
Session 9 6 Nov 2024	Topic: Promoting your radio show Description: Methods and techniques to promote radio broadcasts from the US Reading: Paige Nienaber, "Great Radio Promotion Ideas," https://www.youtube.com/watch?v=JFdLZG6CH5c Assignments/deadlines: Create a Sound Bricks radio show, work on audio interview
Session 10 13 Nov 2024	Topic: Measuring audiences Description: Using web-based tools to measure the size and engagement of an audience Reading: http://www.healthylife.net/RadioShow/8truths.html Assignments/deadlines: Create a Sound Bricks radio show
Session 11 20 Nov 2024	Topic: Creating a call-in talkshow, Part I Description: Preparations for a live call-in talkshow on Sound Bricks Reading: Gary Mack, "Getting listeners to call radio stations," https://www.youtube.com/watch?v=vdj4cbV4A7g&feature=youtu.be Assignments/deadlines: Create a Sound Bricks radio show
Session 12 27 Nov 2024	Topic: Remote broadcasting, Part I Description: Creating a show from a location outside the studio Reading: Assignments/deadlines: Create a Sound Bricks radio show
Session 13 04 Dec 2024	Topic: Remote broadcasting, Part II Description: Creating a show from a location outside the studio Reading: Assignments/deadlines:
Session 14 11 Dec 2024	Topic: Group feedback on final work Description: Students present their best example of a show from the semester for group feedback Reading: Assignments/deadlines:

6. Course Requirements and Assessment (with estimated workloads)

Assignment	Workload (hours)	Weight in Final Grade	Evaluated Course Specific Learning Outcomes	Evaluated Institutional Learning Outcomes*
Class Participation	42	25%	Understand how radio broadcasts are made, how various genres of radio broadcasting are produced.	1,2
Readings	20		Understand the history and context of radio broadcasts and their various applications	1
Edited audio	36	25%	Use modern digital tools to fulfill journalistic tasks effectively; Identify subjects	1,2,3

			worthy of broadcast and research, edit and deliver reports about them; critically evaluate online presentations by themselves and others	
Edited audio interview	20	25%	Create and edit an interview of at least 20 minutes in duration; Research questions in advance; Edit the interview to a reasonable length	1,2,3
Final presentation	42	25%	Present original work that is broadcast on Sound Bricks Radio that shows excellence, original thought, technical mastery and digital promotion	1
TOTAL	150	100%		

*1 = Critical Thinking; 2 = Effective Communication; 3 = Effective and Responsible Action

7. Detailed description of the assignments

Assignment 1:

Edited audio:

Students will be required to produce a work of edited audio to be used on Sound Bricks radio. The edited audio may be a show they have produced for the station, and will be the subject of a final group presentation at the end of the semester.

Assessment breakdown

Assessed area	Percentage
Technical competence in recording	25%
Interesting subject matter and concept	50%
Demonstrated ability to promote the completed work	25%

Assignment 2:

Audio interview:

Students will be required to produce a recorded journalistic audio interview to be used on Sound Bricks radio. The recording may be used on their own shows and as part of an omnibus program highlighting students' work.

Assessment breakdown

Assessed area	Percentage
Technical competence in recording	25%
Interesting subject matter and concept	50%
Demonstrated ability to promote the completed work	25%

8. General Requirements and School Policies

General requirements

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules in the Academic Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work. Please see the AAU intranet for a [summary of key policies](#) regarding coursework.

Course specific requirements

There are no special requirements or deviations from AAU policies for this course.

Prepared by: Douglas Arellanes

Date: 2 September 2024

Approved by:

Date: