

Area of Interest: Creative Media and Communications

Broadcasting - Radio and Podcasting

Ontario College Diploma

Program Code: 0380X01FWO

2 Years

Ottawa Campus

Our Program

Develop your voice and production talent for a career in radio and podcasting.

The two-year Broadcasting - Radio and Podcasting Ontario College Diploma program prepares you with the creative production, hosting, and technical operation skills needed for a career in radio broadcasting and podcasting. You gain practical experience working at Algonquin College's two radio stations - CKDJ 107.9 FM and AIR AM 1700. With the help of a second-year mentor, you are on the air within three weeks of starting the program.

Find your passion in on-air performance, audio production, and creative writing for radio and podcasting. Courses cover all areas of these two industries including:

- on-air performance
- audio production
- podcasting
- voiceover announcing
- broadcast journalism
- basic video production and photography
- creative writing and storytelling
- promotions and marketing

While working at the campus radio stations, you put the theory you learn into practice. In the first level of the program, you study alongside Journalism and Broadcasting - Television and Streaming Video students, building a strong foundation in transferable media skills while exploring these related fields. As well, during your first level, you are scheduled for weekly shows on CKDJ 107.9 FM and AIR AM 1700. The importance of teamwork is a focus while operating both Algonquin College stations. In this program, you are given the opportunity to work on interprofessional teams with other media programs. In the second year, you will have the opportunity to choose a specialty elective course that aligns with your media interests. Towards the end of the program, you continue to expand and apply your skills during a field placement in the industry.

There are many different career options after graduation. Graduates may find employment in:

- news, music, or talk/sports radio
- fiction or non-fiction podcasting
- digital audio content for web

There is also the option for entrepreneurial and freelance opportunities.

This program is a member of the Canadian Media Educators, the National Campus and Community Radio Association and the Radio and Television Digital News Association (RTDNA) Canada.

SUCCESS FACTORS

This program is well-suited for students who:

- Thrive in a creative performance environment.
- Are interested in audio production technology.
- Have strong language skills (oral and written).
- Can perform under strict deadlines and time constraints.
- Are self-reliant and enjoy challenges.
- Enjoy working in a dynamic environment.
- Have good interpersonal skills.

Employment

Graduates may find employment in radio or podcasting as announcer; show host; reporter; news caster/anchor; audio editor/producer; technical producer, broadcast technician or operator; post-production technician; sound mixer; sound technician; commercial or content producer; advertising sales or account executive; promotions coordinator; and digital and/or social media coordinator/producer. Entrepreneurial and freelance opportunities also exist.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Create radio productions and audio content, in studio and on location, using relevant broadcasting equipment and related industry technologies.
- Deliver, support and promote radio broadcast content via multiple platforms using a variety of media.
- Participate in the planning and preparation of programming content for a variety of radio formats.
- Monitor and evaluate the quality of radio broadcasts using appropriate relevant resources, tools and equipment which meet current industry standards.
- Assist in promoting a station's brand and generating revenues through a variety of marketing and advertising sales activities.
- Plan and prepare interviews, scripts and reporting content for use in radio broadcasts.
- Use business skills and accepted industry practices in the completion of tasks and projects.
- Keep current with the needs of the broadcast industry using strategies that enhance work performance and guide professional development.
- Perform all work in compliance with relevant statutes, regulations, legislation, industry standards and company policies.
- Present live programming on air to relay various types of information and stories in different formats.
- Plan, perform and produce podcast content to meet diverse audience needs.
- Assess the quality of podcast production and content using metrics including audience engagement and cultivation to recommend sustainable improvements to the creation and delivery of podcasts.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
ENL1813M	Communications I	42.0
JOU0001	Storytelling Fundamentals	42.0
PHO0011	Introduction to Photography	42.0
RAD0004	Radio Fundamentals	42.0
RAD1501	Performance 1	42.0
SSC0058	Local Government	42.0
TVA0010	Exploring Image and Sound	56.0
Level: 02	Courses	Hours
ENL1947A	Scriptwriting for Radio and Podcasting	42.0
RAD0005	Radio News Writing	42.0
RAD1505	Commercial Writing	28.0
RAD1508	Performance 2	28.0
RAD1510	Radio Programming 1	28.0
RAD1566	Audio Production 1	42.0
RAD1570	Audio Storytelling	42.0
Choose one from equivalencies: Courses	Courses	Hours
GED0380	General Education Elective	42.0
Level: 03	Courses	Hours
RAD0006	Digital Communications	42.0
RAD0007	Radio Programming 2	84.0
RAD0008	Sales and Marketing	42.0
RAD1554	Audio Production 2	42.0
RAD1569	Podcasting	42.0
Elective: choose 1	Courses	Hours
COM0017	Engaging Through Social Media	42.0
JOU0012	Solutions Journalism	42.0
TVA0017	Esports Production	42.0
Choose one from equivalencies: Courses	Courses	Hours
GED0380	General Education Elective	42.0
Level: 04	Courses	Hours
FLD0014	Field Placement	140.0

LFS0018	Career Development	28.0
RAD0009	Radio Formats	14.0
RAD0010	Performance 3	28.0
RAD0011	Newsroom - Radio	42.0
RAD0012	Radio Promotions	28.0

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator> .

Further information on fees can be found by visiting the Registrar`s Office website at <https://www.algonquincollege.com/ro> .

Fees are subject to change.

Additional program related expenses include:

- Supplementary books and supplies cost approximately \$950 in the first year and \$200 in the second year.

Admission Requirements for the 2024/2025 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.
- Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/> .

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

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Application Information

BROADCASTING - RADIO AND PODCASTING **Program Code 0380X01FWO**

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://www.ontariocolleges.ca/> .

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information: <https://algonquincollege.force.com/myACint/> .

For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: <https://www.algonquincollege.com/ro>

Additional Information

The federal government is encouraging radio stations to hire more broadcasters from the following categories:

- racial or cultural minorities
- Canada`s Indigenous people
- persons with disabilities
- women

Algonquin College`s Broadcasting - Radio and Podcasting program encourages applications from these under-represented groups.

Before you apply to the program, we invite you to come in for a day and talk with students about their experiences in the program, and meet with professors one-on-one. To arrange a visit, contact Dan Mellon at 613-727-4723 ext. 5523.

This program has a field work component that must be completed in order to graduate. Finding and securing an approved fieldwork opportunity is a shared responsibility. Your faculty and field work supervisor/coordinator have contacts in industry and, where feasible, will assist you in finding an approved field placement, on- or off-campus.

Contact Information

Program Coordinator(s)

- Dan Mellon, <mailto:mellond@algonquincollege.com> , 613-727-4723, ext. 5523

Course Descriptions

COM0017 Engaging Through Social Media

Social media platforms and strategies play a key role in how media brands engage with their audience. Students evaluate social media campaigns for media brands by identifying target audiences and content strategies. Students also interpret analytics and apply what they have learned to enhance their own productions and engage their audiences. Students explore approaches for navigating negativity in the online environment. Through case studies, studying industry trends and practices, and creating their own social media engagement strategy, students discover the importance of social media in the television, video, digital media, and streaming industries.

Prerequisite(s): none
Corerequisite(s):none

ENL1813M Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none
Corerequisite(s):none

ENL1947A Scriptwriting for Radio and Podcasting

Radio and podcasting require different types of written scripts to tell effective stories and engage audiences. Students enhance their ability to write with versatility, for a variety of audiences and platforms. Through listening to examples of popular podcasts and radio programs, they assess what makes a script effective. Individually, and in teams, they research, write, and perform scripts, some of which may also be distributed on radio, podcasts, and other digital platforms.

Prerequisite(s): ENL1813M
Corerequisite(s):none

FLD0014 Field Placement

Field placements help students gain experience in the radio and podcasting industry while honing their skills. Students train on the job with an outside placement or working in the College radio stations CKDJ 107.9 and AIR AM1700. At this level, students contribute towards high-calibre audio content in the industry. Students engage in evaluation with the employer as well as self-evaluation.

Prerequisite(s): RAD0007
Corerequisite(s):none

GED0380 General Education Elective

For this course, you will have the opportunity to choose one from a group of general education electives. Your options will include courses which cover the following broad topic areas: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s):none

GED0380 General Education Elective

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Prerequisite(s): none
Corerequisite(s):none

JOU0001 Storytelling Fundamentals

In order to be factual storytellers who serve communities, journalists need to become familiar with core journalism concepts including what constitutes news, where it comes from and how to report it responsibly. Students explore how to respect the story, the storyteller, and the storytelling process. Students identify and find news stories; explore how to develop relevant, diverse news formats; practise how to interview; identify how to stay committed to factual accuracy; and practise how to ensure diverse and inclusive news sources are used. Through consistent and diverse news consumption, study of Indigenous histories, interviews and streeters, news writing assignments and journals, students gain the foundational skills they need to report for written, audio and visual news sources.

Prerequisite(s): none
Corerequisite(s):none

JOU0012 Solutions Journalism

Solutions journalism improves communities through positive, insightful news that turns the negative reputation of news on its head. Its goal is to help people and to offer hope. Students explore why this emerging, essential form of storytelling needs to exist today and why it's growing. Along with meeting practitioners of the craft and practising how to put its structured steps into action, students collaboratively produce written, audio, and video content.

Prerequisite(s): JOU0001
Corerequisite(s):none

LFS0018 Career Development

New professionals must understand today's evolving media landscape and how to showcase the desired knowledge and skills to prospective employers. Students identify industry trends and hiring practices, discover further learning opportunities, and set goals and expectations to build a realistic career path in their chosen sector. Students create a professional resume, develop a professional social media profile, and build networking and interviewing skills, while hearing from professionals and other guests who are working in the industry.

Prerequisite(s): none

Corerequisite(s):none

PH00011 Introduction to Photography

Photography is a powerful visual communication tool that can be used to enhance storytelling. Students discover the capabilities of DSLR cameras by exploring their functionality beyond simply pointing and clicking. While learning to work a professional camera's features, students learn the basic reporting techniques required to function as journalists and visual storytellers. Students learn how to use ambient lighting conditions, framing and shot composition to best support a story. Students take photos in a variety of settings and environments, exploring best practices that will support their post-production work with photo-editing software. Hands-on exercises, class discussions, field trips and group work are all used to cultivate confidence and comfort using a camera.

Prerequisite(s): none

Corerequisite(s):none

RAD0004 Radio Fundamentals

There are many operational and legal requirements for running a radio station. Students develop an understanding of the basic on-air elements needed to produce a show and learn how to operate industry standard equipment. Students plan and host a show on the two College radio stations, CKDJ 107.9 FM and AIR AM 1700. Theoretical classroom work is translated into practical on-air performance.

Prerequisite(s): none

Corerequisite(s):none

RAD0005 Radio News Writing

News content is one of the cornerstones of the audio media landscape. Students develop skills to research and report on news stories and deliver newscasts. They learn to write and edit clearly and quickly for a deadline and to perform on-air with credibility.

Prerequisite(s): none

Corerequisite(s):none

RAD0006 Digital Communications

Audio and video content producers use a variety of digital channels to augment their audio delivery platforms. Students analyze channels and trends while creating content for various digital platforms. Students participate in the maintenance of the AIR and CKDJ digital properties and examine how to integrate digital tools with their on-air performance.

Prerequisite(s): none

Corerequisite(s):none

RAD0007 Radio Programming 2

Successful candidates entering the radio job market need to have a variety of skillsets. Students learn the many roles at a radio station through hands-on experience at the College radio stations, CKDJ 107.9 and AIR AM1700. Students are responsible for the management and day-to-day operations of both stations, including live on-air hosting, newscasting, production, promotions and sales. Students take on a mentorship role, supporting first-year students in learning master control operations. They apply skills learned in the classroom to deliver a refined product to our radio

station audiences.

Prerequisite(s): none
Corerequisite(s):none

RAD0008 Sales and Marketing

The business side of radio and the sales is linked to all aspects of radio station operations. Students learn the importance of creating a brand, understanding the various revenue streams and the link between on-air promotions and sales. Students create a brand for a radio station and their own personal brand. Students practice consultative selling techniques and strategies to work with clients through the sales process.

Prerequisite(s): none
Corerequisite(s):none

RAD0009 Radio Formats

Basic knowledge of the many ways that radio stations can be programmed is an essential skill. Students gain an appreciation of the different styles of radio. They learn how radio formats are used to reach a target audience and the ways in which Canadian Radio-Television and Telecommunications Commission regulations affect radio programming.

Prerequisite(s): none
Corerequisite(s):none

RAD0010 Performance 3

Landing a paid job on air or as a podcast host requires a refinement of performance skills to an advanced level. Students critically listen to work from the industry, and voice and produce short audio pieces weekly for personal review, that can be used for on air and online distribution. Weekly content will be aired on CKDJ 107.9 FM / AIR AM 1700 and our station podcasting platforms.

Prerequisite(s): RAD1508
Corerequisite(s):none

RAD0011 Newsroom - Radio

Good storytelling is an essential tool for news reporters. Students combine their news gathering and reporting skills in a current affairs-focused audio storytelling course. They collaborate with Journalism students to promote Algonquin Times stories in an audio format. Students conduct research and interviews to record and produce high quality current affairs material for live broadcast and podcast formats.

Prerequisite(s): none
Corerequisite(s):none

RAD0012 Radio Promotions

Promotions are helpful in extending the radio station's brand experience with its two core customers: the listener and the client. Students are introduced to the different types of promotions. They are then immersed in the multiple stages of the development of a promotion, from inception to execution. Analytical skills exercises are used to critically assess current radio promotions, as well as their own.

Prerequisite(s): none
Corerequisite(s):none

RAD1501 Performance 1

Using proper voice mechanics and techniques is essential for working in the radio and podcasting industry. Students practice the basics of breathing techniques, dynamics and pitch control,

microphone technique, and announcing. As skills are polished, assignments become more involved until students are able to perform with confidence and professionalism. Student work may be showcased as part of the programming lineup on CKDJ 107.9 FM and AIR AM 1700 or in podcasts.

Prerequisite(s): none
Corerequisite(s):none

RAD1505 Commercial Writing

Effective commercials need to be written both to engage the audience and to meet the client's needs. Students learn the basic skills needed to write advertising scripts that sell products and services. Students develop basic techniques of creative commercial writing to reach target audiences on various platforms. Students become familiar with the laws that apply to advertising different products and explore creative ways to advertise products and services.

Prerequisite(s): none
Corerequisite(s):none

RAD1508 Performance 2

New radio and podcast hosts are expected to be able to use a microphone properly. Students examine ways to refine their announcing skills. Students develop technical aptitudes and performance skills, as well as an understanding of various programming formats and announcing techniques. Skills learned are applied to a weekly show on the College radio stations, CKDJ 107.9 and AIR AM1700, as well as podcasts and other digital platforms.

Prerequisite(s): RAD1501
Corerequisite(s):none

RAD1510 Radio Programming 1

Operating a radio station requires a polished on-air performance and sound programming practices. Students continue to improve their skills on the College radio stations CKDJ 107.9 and AIR AM1700 and learn the fundamentals of music scheduling and playlist selection. They take on increasing levels of responsibility in the day-to-day operation of both radio stations and enhance their ability to communicate effectively with the listener.

Prerequisite(s): RAD0004
Corerequisite(s):none

RAD1554 Audio Production 2

Radio and podcasting are an audio medium; therefore, the ability to recognize and produce quality audio at a high level is important. Students master digital editing and produce their own promos, station IDs, commercials, and in-show production elements. Student apply advanced digital editing techniques to improve the sound quality of audio recordings.

Prerequisite(s): RAD1566
Corerequisite(s):none

RAD1566 Audio Production 1

Understanding the role of quality audio is essential in the production of radio shows and podcasts. Students refine their production techniques in a digital studio. They produce commercials, promos and station IDs according to professional standards. They also explore some advanced production techniques in the audio editing software.

Prerequisite(s): TVA0010
Corerequisite(s):none

RAD1569 Podcasting

Subscribers are looking for podcasting content that they can consume when and where they want it. Many brands, companies and individuals are using podcasting to deliver their unique message to consumers. Students refine their production, interviewing and hosting skills, learning how to fully package content for the Algonquin Times community news site, the campus radio station CKDJ and distribution on a digital platform. Students explore the potential for podcasting to generate revenue through clients and sponsorship.

Prerequisite(s): TVA0010
Corerequisite(s):none

RAD1570 Audio Storytelling

Being a good storyteller is critical to developing and maintaining radio and podcast audiences. Students combine their interviewing and reporting skills for broadcast. They research and produce high-quality audio content for CKDJ 107.9 FM and other digital platforms. Students write and produce stories that hook listeners through voice and sound. Production, narrative storytelling, presentation and group work skills are explored.

Prerequisite(s): none
Corerequisite(s):none

SSC0058 Local Government

Whether we're taking the bus, playing hockey at the local arena, taking out the trash or simply living in an apartment or house, municipal governments touch our lives in many ways. A thorough understanding of how a municipal government works and how it affects us all is essential to be an active and engaged citizen. Students explore structures of city, town and rural municipal councils, their interactions with senior levels of government, as well as the critical role they play in the political and economic landscape.

Prerequisite(s): none
Corerequisite(s):none

TVA0010 Exploring Image and Sound

In order to produce high quality audio and video assets, media industry professionals must understand the fundamentals of image, sound, and media management. Students gain experience identifying the qualities of professional quality audio and video content and practice selecting the tools and production techniques to enhance the sounds and images to meet quality standards. Students employ the basics of media asset management. Through workshops, students examine audio and video samples and apply production techniques to improve them. Students then build a story that they produce with image and sound.

Prerequisite(s): none
Corerequisite(s):none

TVA0017 Esports Production

As the gaming industry continues to integrate into popular culture as well as the streaming and broadcast industries, producers and technicians must be able to understand the esports ecosystem. Students use the latest technologies to bring esports to life through the creation and execution of their own production plans for esports games and tournaments. Through analysis of current practices and technologies used by shows and streams, students explore how the esports industry works and how events are produced.

Prerequisite(s): none
Corerequisite(s):none