Area of Interest: Media and Communications

Broadcasting - Radio

Ontario College Diploma
2 Years
Ottawa Campus

Academic Year: 2019/2020
Program Code: 0380X01FWO

Our Program

Use your voice to become a leader in the radio communication industry.

The two-year Broadcasting - Radio Ontario College Diploma program prepares you for both the creative production elements and the technical quality in operations needed for a career in radio broadcasting. 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.

This program encourages you to find your passion in radio writing, production or on-air talent. Courses cover all areas of the radio business, which include:

- writing commercials
- selling radio airtime
- performing on-air
- audio production
- announcing
- broadcast journalism
- production techniques

There are many different career options after graduation. Graduates may find employment in the public or private radio broadcasting sectors. Some of the roles might include:

- production assistant or coordinator
- music or news director
- announcer
- show host
- reporter
- junior assignment editor
- junior audio editor
- technical producer (board operator)
- sound technician, and
- promotions coordinator

This program is a member of the Canadian Media Educators, the National Campus and Community Radio Association and the RTDNA (The Association of Electronic Journalists).
SUCCESS FACTORS

This program is well-suited for students who:

- Have strong language (oral and written) skills.
- Can meet strict deadlines.
- Are self-reliant and enjoy challenges.
- Enjoy working in a dynamically-driven environment.
- Have good interpersonal skills.
- Thrive in a creative environment.

Employment

Many employment opportunities await graduates of the Broadcasting - Radio program. Equipped with a combination of creative abilities and technical skills, they may seek employment with public or private sector radio broadcasters, in a number of positions including production assistant or coordinator; assistant to program director, music or news director; announcer; show host; reporter; junior assignment editor; junior audio editor, technical producer (board operator), broadcast technician or operator, post-production technician; sound mixer; sound technician; junior commercial or content producer; junior advertising sales or account executive; promotions coordinator; and digital and/or social media coordinator/producer. Entrepreneurial and freelance opportunities also exist for graduates.

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 broadcasts 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 with current industry standards.
- Assist in promoting the station`s branding 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 broadcasting 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.
- 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
<table>
<thead>
<tr>
<th>Level: 01</th>
<th>Courses</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ENL1813M</td>
<td>Communications I</td>
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<tr>
<td>RAD1500</td>
<td>Audio Production I</td>
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<td>RAD1501</td>
<td>Performance I</td>
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<td>Radio Programming I</td>
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<td>Introduction to Broadcasting</td>
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<td>RAD1537</td>
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<td>Marketing, Sales and Promotion</td>
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<td>RAD1514</td>
<td>Radio Programming III</td>
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<td>RAD1539</td>
<td>Advanced Media Sales</td>
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<td>RAD1554</td>
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<td>RAD1565</td>
<td>Radio Promotions</td>
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Choose one from equivalencies: Courses

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Fees for the 2019/2020 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](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](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. Students must purchase their own PC laptop-computer, running Windows operating system. Computers and supplies can be purchased directly from the campus store at educational discounted rates.

Admission Requirements for the 2020/2021 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).

• International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) 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.

• Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

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
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
Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at  [http://www.ontariocolleges.ca/](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/](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  
Email:  [mailto:AskUs@algonquincollege.com](mailto:AskUs@algonquincollege.com)

**Additional Information**

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit:  [https://www7.algonquincollege.com/byod/](https://www7.algonquincollege.com/byod/)

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

- racial or cultural minorities
- Aboriginal Canadians
- persons with disabilities
- women

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.

We would also advise all candidates to set up an additional meeting with a radio station personality or program director to get a realistic snapshot of what the business of radio is all about.

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 has contacts in industry and where feasible will assist you in finding an approved field placement.

Field placement is offered in the fourth semester at a radio station or suitable work experience either on or off campus.

For more information, please contact Dan Mellon, Program Coordinator, at 613-727-4723 ext. 5523 or  [mailto:mellond@algonquincollege.com](mailto:mellond@algonquincollege.com)

**Course Descriptions**

**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 Communications II: Scriptwriting for Radio**

Radio professionals are required to write many different types of scripts on the job: for interviews, for news, for current affairs, for entertainment. Students enhance their ability to write with versatility, for a variety of audiences. Through listening to examples of award-winning radio pieces, they assess what makes effective radio writing. Individually, and in teams, they research, write, and perform scripts, some of which may also be produced for radio.

Prerequisite(s): ENL1813A or ENL1813M
Corerequisite(s): none

**GED0380 General Education Elective**

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

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

**RAD1500 Audio Production I**

Audio quality is essential in radio. Students learn to operate a broadcast production studio to become proficient with the basic functions of radio production. Students become familiar with the basic operation of broadcast consoles and digital editing. Students also acquire an appreciation of the standards by which the industry judges radio production.

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

**RAD1501 Performance I**

Getting behind the microphone and understanding the mechanics behind voice work is essential for working in the radio industry. Students receive the basics of radio announcing and are given ample opportunity to improve. As skills are polished, assignments become more involved until students are able to perform with confidence and professionalism. These radio announcing skills are applied to weekly shows on the College radio stations, CKDJ 107.9 and AIR AM1700.

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

**RAD1502 Radio News Writing I**

Entry-level radio station employees are expected to have many skills. One of these skills is compiling and delivering newscasts. Students learn the basics of radio news, developing an appreciation of sound and incorporating it into different styles of news writing. Students begin by writing leads and progress to writing and reading their own newscasts.

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

**RAD1504 Radio Programming I**

Understanding the operational and legal requirements of running a radio station is important for anyone attempting to enter the industry. Students host an on-air show on CKDJ 107.9 and/or AIR AM1700. They develop an understanding of the basic elements of radio station operation.
Theoretical classroom work is translated into practical on-air performance.

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

RAD1505 Commercial Writing

Radio stations are looking for creative staff who understands the creative process. 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. Students also acquire an understanding of the production techniques used to enhance commercials, become familiar with the broadcast laws that apply to radio advertising, and explore creative ways to advertise products and services.

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

RAD1506 Introduction to Broadcasting

Radio is an evolving business. To understand future possibilities, entry-level employees need to understand the history of their industry. Students learn about the mass media and communications past, present and future. Students explore how radio fits in the communication mix. There is a concentration on radio broadcasting from its early beginnings, through the so-called golden age, to the advent of consolidation and new distribution systems, such as satellite and the Internet.

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

RAD1508 Performance II

First time radio employees are expected to be able to use a microphone properly. Students therefore, need 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.

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

RAD1510 Radio Programming II

Students polish their on-air performance on the College radio stations CKDJ 107.9 and AIR AM1700. They take more responsibility in the day-to-day operation of both radio stations and enhance their ability to communicate effectively with the listener.

Prerequisite(s): RAD1504  
Corerequisite(s): none

RAD1511 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. This information is used to better target the radio audiences of CKDJ 107.9 and AIR AM1700.

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

RAD1514 Radio Programming III

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. They apply skills learned in the classroom to broadcast music, news and information programming to an audience.

Prerequisite(s): RAD1510
Corerequisite(s): none

**RAD1537 Research Methods**

Junior employees need to recognize the role that research plays in sales and programming at radio stations. Canadian cohorts and their impact on our society are explored. Students create surveys for sound research and explore how it affects decisions from government and businesses. Students examine media's responsibility and the importance of researching from news to programming.

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

**RAD1539 Advanced Media Sales**

The business side of radio and the sales process is what drives all aspects of radio station operations. Students learn radio sales from developing client profiles to designing a sales strategy as a consultative salesperson. Students analyze industry ratings and client needs to help them develop and deliver sales proposals.

Prerequisite(s): RAD1556
Corerequisite(s): none

**RAD1546 Audio Storytelling**

Students combine their news gathering and reporting skills in a current affairs program. They research, interview and produce high quality current affairs programs for the college audience. Production, news writing, presentation and group work skills are explored.

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

**RAD1554 Audio Production III**

Radio is an audio medium and therefore the ability to recognize and produce audio at a high level is important. Students master digital editing and produce their own station IDs and commercials. Graduates are able to work in television audio, post-production audio or in commercial production for radio stations.

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

**RAD1555 Radio News Writing II**

Students are provided with more hands-on news writing and reporting experience. While delivering a weekly newscast, students develop an understanding of, and appreciation for, the "sound" of radio news. They also learn to write clearly and quickly for a deadline, to perform on-air with credibility and to understand the fundamentals of broadcast law.

Prerequisite(s): RAD1502
Corerequisite(s): none

**RAD1556 Marketing, Sales and Promotion**

Students examine how radio stations and other businesses market, promote and develop positioning strategies. In practical settings, students look at marketing in contemporary society by analyzing demographic information, lifestyle information and how to influence decisions. Students learn strategies to develop successful radio station promotions that may or may not
include clients.

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

**RAD1560 Field Work/Station Operation**

Field work helps students get experience in the 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 are producing high-calibre programs for the College community. There is additional one-to-one evaluation with the professor to ensure students are job-ready.

Prerequisite(s): RAD1514
Corerequisite(s): none

**RAD1561 The History of Popular Music**

Students examine the different genres of music and their effect on modern culture. Through audio, some video and suggested reading, students gain a greater appreciation of the influence of popular music, its history and its place in society.

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

**RAD1565 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

**RAD1566 Audio Production II**

Understanding the role of quality audio is essential in the operation of a radio station. Students refine their production techniques in a digital studio. They produce commercials, promos and station IDs with a high degree of professionalism and also learn a few advanced production techniques in the digital domain.

Prerequisite(s): RAD1500
Corerequisite(s): none

**RAD1567 Digital Communications**

In the digital age, broadcasters find themselves both competing with new media, as well as using that media to augment their over-the-air product. The latest technology is examined in a series of focused modules on blogging, podcasting social media and web video. Students also have a part in the upkeep of the AIR and CKDJ online properties and are trained on how to use these tools in concert with their on-air performance. They begin to evaluate the utility of emerging technologies to the modern broadcaster.

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

**RAD1569 Podcasting**

In the digital on-demand age, audio content is being delivered to consumers in a package that they can consume when and where they want it. Podcasting is not only now an extension of a radio station's on-air product, but many brands, companies and individuals are using podcasting
as a way to deliver their unique message to consumers. Students refine their production, interviewing and hosting skills in studio, learning how to fully package audio content for distribution on a digital platform.

Prerequisite(s): none
Corequisite(s): none