

***Griffin***

***Radio***

***Station Handbook  
Syllabus & Schedule***

***[www.grossmont.edu/griffinradio](http://www.grossmont.edu/griffinradio)***

***Fundamentals of Radio Broadcasting***  
**MCOM 119**  
**Sections A, B, C, D**

This course focuses on both production and non-production functions in a radio broadcasting station. Emphasis is placed on individual involvement in all aspects of station operations, including news, sports and music program production, sales, traffic, promotion and public affairs. New students will observe day-to-day station operations and will assist staff members. They may also be assigned on-air duties in news and/or a board shift on a regular basis. Veteran students can be appointed to Executive Staff positions on a rotating basis by and under the direction of the Instructor.

MCOM 119 is designed to integrate the student into the practical hands-on operations of a radio station. Students have the opportunity to hold staff and/or executive staff positions. The station is an Internet operated station, designed specifically as *an educational experience*. The On-Air, Managerial and Production functions of the station operate as a laboratory for the Media Communications Department at Grossmont College. MCOM 119 is accessed only after the proper pre-requisites have been completed, (MCOM 113 or 116) or by approval of the instructor.

The class meets formally during the week as scheduled. During the semester, the first class session each week will be utilized by the Instructor. This time will be used for the purpose of giving instruction, information, historical and engineering aspects of the broadcasting industry, radio news, radio production, radio operations and management. Additionally, student research projects will be presented during this time. The second-class session each week will be utilized as a General Staff Meeting. During this time, the Student Executive Staff, under the direction of the Instructor, will discuss station policies, give staff assignments, training, review air-checks, and other information relative to the specific operations and promotion of GRIFFIN RADIO. This time is also for all involved at the station to voice their opinions and concerns, as well as suggestions for the station. The format for GRIFFIN RADIO is referred to as "College Top 40".

Additionally, lab hours will be met and logged to comply with Title V regulations of the CA State Educational Code. All hours will comply in accordance with the following statement by the Dean of Arts, Languages and Communication:

***First, all course hours (1 hour lecture, 6 hours lab) will be listed in the printed class schedule and on Web Advisor. Second, because of the limit in the number of students that can work in the Campus Radio Station at one time, the A, B, C, and D students will be scheduled with the instructor during the published hours on a rotating basis. Students will complete assigned lab hours and tasks outside of the published class hours as necessary for the operation of the station. Last, the instructor will continue to keep a weekly log that documents the students' participation in station operations. (July 2, 2010)***

During the week, each staff member is responsible for regular board shift(s), and may be required to fulfill assignments in news, production, sports, recording and/or various on and off-

air functions. The staff is responsible for producing their own commercials, PSA's, sports coverage, specialty shows, and promotions. ***ALL HOURS WILL BE LOGGED DAILY to comply with Title V regulations. ALL STUDENTS MUST HAVE A CURRENT GROSSMONT STUDENT ID IN ORDER TO LOG ON AND LOG OUT FOR ASSIGNED HOURS.***

**Grading:** Grading will be based according to the schedule of the Student's Section Assignment Sheet/Record of Academic Achievement of MCOM 119 (A, B, C, D). Assignment requirements for each section as well as the grading breakdown will be handed to the staff members. At the end of the Semester the Assignment Sheet/RAA must be turned in with appropriate signatures attached.

**Attendance Policy:** Under CA Education Code, and The CA Student Success Act, students are responsible for "diligence in class attendance and completion of assigned coursework, and the completion of courses and maintenance of academic progress". It is the responsibility of the student to diligently attend class. Attendance will be taken at the beginning of each session. Students are required to attend *all* sessions. Students will be counted as absent after roll has been taken. Students entering the room after roll is taken will be counted as absent. If a student misses more than 5 and/or shifts sessions prior to the drop deadline, the student *may* be administratively dropped from the course, *or* could receive a failing final grade. It is the responsibility of the student to keep abreast of all material, deadlines and assignments missed, and will be his/her responsibility to meet all deadlines for assignments for ANY ABSENCE. Only the instructor can grant an excused absence. Please notify the instructor at least 15-minutes before the class begins if you are going to be absent..

Please notify the Instructor, the Program Director or Station Manager if you are to be absent from your shift. Whether an absence is considered to be excused or otherwise is at the sole discretion of the Instructor. Additionally, being late to class or lab is detrimental to the learning process. A student will be considered absent after roll has been taken at the beginning of class. Please allow yourself plenty of time to get to class. The student is REQUIRED to log in and sign out through the system for all hours accomplished at the station. FAILURE to sign out or sign in will result in no hours earned.

**Student Conduct:** It is expected that all who attend Grossmont College will act collegially, and in a responsible adult manner. Students are expected to read the *Student Code of Conduct Policies* found in the current GC catalog and handbooks. This requires the student to act and conduct themselves with mutual respect and civility toward faculty, staff and students in all academic and professional discourse and in all other activities while on the GC Campus. Student conduct that the faculty member determines would impair the opportunities of others to learn, that disrupts the orderly functions of the class or department, or which the instructor deems to be threatening will be regarded as student misconduct and will be subject to appropriate disciplinary action. The instructor may also summarily suspend the student from the class the day when the infraction occurs, as well as for the next two scheduled class/lab sessions. Additionally, anyone caught sending spy-ware; surveillance software; viruses or any other malicious media to anyone involved in the course through use of electronic or other media will be investigated by the administration and suspended from the course. All electronic communication devices, including

cell phones, computers, PDA's, etc. *must be turned off* when entering the classroom/lab unless prior permission has been granted by the instructor. The instructor does not consent to being recorded or imaged in any way, nor gives consent, implied or otherwise, for his image or voice to be distributed or appear on social websites, any form of media or otherwise distributed by any electronic or similar methods public or private. The instructor does not consent that any of his proprietary materials be recorded or photographed in any way. Violations will be reported to Student Affairs and legal authorities.

**Grading Policy:** CA Education Code requires that students show progress in completion of assigned coursework. Students will be responsible to adhere to all deadlines for assignments as outlined in the schedule. The instructor will not accept late assignments. The instructor strongly encourages all students to plan ahead and to make sure you have access to proper materials/equipment to complete the assigned coursework.

**Academic Integrity:** Cheating and plagiarism (using as one's own ideas writings, materials, or images of someone else without acknowledgement or permission) can result in any one of a variety of sanctions. Such penalties may range from an adjusted grade on the particular exam, paper, project, or assignment (all of which may lead to a failing grade in the course) to, under certain conditions, suspension or expulsion from a class, program or the college. For further clarification and information on these issues, please consult with your instructor or contact the office of the Associate Dean of Student Affairs. For this class any student caught in such practices will receive "0"-points for that assignment and will be reported to Student Affairs.

**Disability Awareness:** Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact DSPS early in the semester so that reasonable accommodations may be implemented as soon as possible. DSPS is located in room 110 and you can contact them by phone at 644-7112 or 644-7119 (TTY)

**Ambassadorship:** Students are expected to act in a professional manner at all times. All students should be aware and adhere to the Codes of Conduct found in the current Grossmont catalog. Additionally, the following pages are the rules and regulations the students will be required to follow while participating in MCOM 119. Since GRIFFIN RADIO will be netcasting to a World Wide Audience, all On-Air Staff are considered to be Ambassadors of Grossmont College; The Division of Communications & Fine Arts; The Department of Media Communications and GRIFFIN RADIO. Failure to comply can/will result in reduction of grade, being suspended from operations, or being dropped from the course.

The syllabus and schedule are subject to change to meet our needs throughout the semester.

## GRIFFIN RADIO STATION POLICIES, RULES & REGULATIONS

1. All Staff members are required to meet their scheduled on-air time. Individual Staff members are responsible for finding substitutes if they are unable to meet their time. The Program Director must be informed of all on-air changes. **Written** documentation **MUST** accompany all on-air staff changes. Both parties, the staff member unable to attend and the staff member taking over, must sign the form. Permanent shift changes will be permitted only with the approval of the Program Director, Station Manager and General Manager are obtained. All Staff Members should be registered in MCOM 119 Sections A, B, C, or D, and are expected to be in class at the designated times. Failure to complete Class and Lab Hours will result in Grade Reduction, or being dropped.
2. Each student/staff member **MUST** fill out all appropriate Logs as well as Log in and Log Out of the computer automated Lab time tracking program.
3. Each staff member must submit air-checks to the Program Director, in accordance with their section. Air-Checks Due dates will be found on the staff's Section Assignment Sheet/RAA. Air-Checks will be evaluated with constructive comments given to help the staff member to improve.
4. Each staff member must fulfill all requirements found on their respective Section Assignment Sheet. Staff members may turn in assignments early, but no assignments will be accepted after the due date. Mr. Wirig will give any written assignments. This includes all exams and quizzes.
5. Extra credit will be given for assistance in gathering News, Sports, Sales, Promotions, and/or willingness to cover other shifts. This will be given only if all criteria are met on your respective Section Assignment Sheet.
6. All Staff, including Executive Staff, will be required to review at least 20 recordings during the course of the semester. The Music Director will assign recordings to the various staff.
7. Visitors are a distraction to the professional on-air and learning processes. Anyone not affiliated with the station for the current semester may visit for no more than 5 minutes, and are not allowed on the air **at any time** without the express written consent of the Faculty Advisor.
8. The Staff Member who is "On-Air" is responsible, and can be financially liable, for the equipment and the security of the station, as well as the actions of visitors during their shift.
9. **NO CONSUMABLE ITEMS** (food, drinks, chewing tobacco, etc.) **ARE ALLOWED IN THE STATION (20-209 & 20-210) AT ANY TIME.**
10. Stealing will not be tolerated. Anyone caught stealing State Property (This includes all recorded material) will be pulled from the air, suffer extreme grade reduction and will be reported to the proper College and Legal authorities.
11. Backpacks, book bags, etc. are **NOT** permitted in the control room. Please use the Office for personal belongings.
12. Rotation must be followed throughout your shift. Following rotation means to play selections from all **approved** categories of music. You should not play two songs in a row from the same category. The rotation prevents any song from being over played, provides a greater variety of the music to our audience, and assists us in reporting our airplay. In order to comply with our

music licenses, NO MUSIC MAY BE USED OR AIRED THAT IS NOT OFFICIALLY IN THE GRIFFIN RADIO MUSIC LIBRARY. All music must be official lab materials in conjunction with Ed.Code and copyright laws.

13. Specified Executive Staff members or if necessary the General Manager/Faculty Advisor are the ONLY persons allowed to approve the use of the automation device for substitution of shifts. Automation devices may be used in lieu of someone's shift with prior written consent of the Program Director, Station Manager or Faculty. The automation device is not an excuse to miss your shift and use of the devices may not be counted as on-air hours.

14. Use the Discrepancy forms if anything is broken or not working to broadcast standards.

15. All Staff are required to adhere to FCC, NAB, and MCOM 119 guidelines as to content. No profanity, vulgarity or other offensive materials will be aired or produced to be aired. This can include, but is not limited to explicit sexual content or innuendo, promotion of controlled substances, and slang in different languages. If caught in such practices, all Staff members involved will be subject to disciplinary action and/or possible grade reduction. Additionally, staff members should understand that using such language and/or discussion of such during class time is unprofessional, and could result in similar disciplinary action.

16. No off campus activities will be counted toward final hours unless the activity is approved IN WRITING, IN ADVANCE by the General Manager.

17. All staff are encouraged to learn the format/rotation aspects so that they may have the Opportunities to produce a specialty show. Criteria for a Specialty Show must be followed, and is explained in this handbook.

18. Unless granted permission from the General Manager ALL PROGRAMMING IS TO BE DONE LIVE and IN PERSON at the Station. Pre-Recorded Programs MUST BE SCREENED by the Program Director and must be approved by the General Manager.

19. All Staff and Executive Staff are to follow the procedures set as to signing in and out of logs, production time and other activities. No exceptions will be made.

20. No Un-Authorized Duplication of Copyrighted material is to be done.

21. All use of computers will be held in compliance with the college policies including the District's Social Media Policy. Additionally, computers are for the purpose of completion of STATION business and are not to be used for student assignments in other classes. All students MUST have a valid GC ID to work on the computers.

22. All lab hours must be verified and accounted for in order for the student to earn a passing grade in the course. The MINIMUM number of On-air hours is 60, and the MINIMUM number of Staff/Participation hours is 15. Staff hours may not be substituted for on-air hours or vice-versa. Staff hours are counted as participation at events and the weekly meeting.

23. No student/staff access is permitted on the balcony/terrace at any time without a full-time Grossmont employee present.

24. All display items must meet with the Instructor's approval for appropriateness and placement as to not damage or deface District property.
25. No doodling on furnishings or equipment.
26. Station and area doors are to be shut at all times. Staff should pay close attention to on-air lights before walking into the control or production rooms.
27. Cell phones are to be kept on silent mode when on the air or in the production room. Excessive use of cell phones during your shift is not permitted.
28. Only selected individuals will have access to add or delete materials from the computers or storage drives. All such individuals agree to keep passwords and other security information private.
29. ALL Students MUST sign-in using the Time Clock AND sign all documents/logs in connection with their hours.
30. Other Rules and Regulations may be added to this handbook.

NOTE: Mr. Bill Duncan is in charge of all engineering aspects at the station. He is qualified to act in Dr. Wirig's place should Dr. Wirig be off campus or engaged in other duties. ALL STAFF MEMBERS WILL ADHERE TO Mr. Duncan's RULES AND REGULATIONS REGARDING EQUIPMENT USE AND CHECKOUT. Failure to Comply with these or any other mentioned policies can and will result in a grade reduction and/or being pulled from the air which can result in a failing grade. A Goal of this course is to become PROFESSIONALS. Thus, we must act professionally. These Rules and Regulations are to help in that goal. Feel free to discuss with Dr. Wirig any and all criticisms of these policies. The Executive Staff is also here to help you and enforce the Policies. We appreciate your time and dedication in making Griffin Radio the best it can and should be.

## ON-AIR HOURS

Each student enrolled in MCOM 119 is required to fill out a schedule giving a list of times that they are available to fulfill the minimum class requirements concerning on-air hours. Each student is required to complete a MINIMUM of 4 On-Air Hours EACH week on-air at the station. Usually, the student will be assigned two 2-hour blocks during the week for the semester. Students are to arrange other activities once the schedule has been made in order to maintain consistency of schedule and so that they may meet the minimum hour requirements for a passing grade. A minimum of 60 hours ON-AIR AT THE STATION is required by the end of the term.

Hours are to be completed throughout the semester **and not in one large block of time**. No more than 3 “make-up” hours will be permitted during a one week period. All make-up hours will be at the sole discretion of the instructor. **YOU MAY NOT FRONT LOAD YOUR HOURS**. You must put in your hours weekly throughout the entire semester, even if you reached 60 hours.

Your attendance grade will be affected if you are not on your shift.

All hours **MUST** be logged according to procedure on the Daily On-air Logs.

Additionally, the Thursday class session is a designated lab hour and all students are required to attend and participate in these sessions. A total of 15 session lab hours are required.

### **Grading Rubric for On-Air Lab hours:**

ON-AIR STATION HOURS	Grading Percentage
54 - 60+ Logged Hours	90 – 100%
48 – 53 Logged Hours	80 – 89%
42 – 52 Logged Hours	79 – 79 %
36 – 41 Logged Hours	60 – 69%
35 logged hours and below	0 - 59%

Lab hours will be met and logged to comply with Title V regulations of the State Educational Code. All hours will comply in accordance with the following statement by the Dean of Arts, Languages and Communication:

*First, all course hours (1 hour lecture, 6 hours lab) will be listed in the printed class schedule and on Web Advisor. Second, because of the limit in the number of students that can work in the Campus Radio Station at one time, the A, B, C, and D students will be scheduled with the instructor during the published hours on a rotating basis. Students will complete assigned lab hours and tasks outside of the published class hours as necessary for the operation of the station. Last, the instructor will continue to keep a weekly log that documents the students’ participation in station operations. (July 2, 2010-Dean)*



**MCOM 119**  
**Fundamentals of Radio Broadcasting**  
**Section A**  
**Student Assignment Sheet/Syllabus**  
**SPRING 2014**

**Instructor: Dr. Evan C. Wirig OFFICE: 20-207 Phone: 619-644-7465 e-mail: [evan.wirig@gcccd.edu](mailto:evan.wirig@gcccd.edu)**  
**Office Hours: M – 1:00-2:20pm; W— 8-8:50 am & 1:00-2:20pm & F—8:00-8:50am or by appt.**

**Student Learning Outcomes:**

- A) Identify and use professional Radio broadcast news gathering and announcing techniques.**
  - B) Employ professional procedures for recording radio media**
  - C) Recall and analyze the course lecture materials related to radio and broadcast media**
- Your Grade in this section will be based upon your compliance to the Griffin Radio)**

**Your Grade in this section will be based upon your compliance to the Griffin Radio Handbook as well as the following:**

<b>1. Participate during Class and Lab Sessions</b>	<b>100 pts</b>
<b>2. Broadcast Research Assignment &amp; Presentation</b>	<b>100 pts</b>
<b>3. Fulfill all scheduled “On-Air” and Staff Lab Hours</b>	<b>300 pts</b>
<b>4. 5 different Air Checks on their due date</b>	<b>50 pts each</b>
<b>5. Resume</b>	<b>50 pts</b>
<b>6. Evaluation and proper use of equipment</b>	<b>100 pts</b>
<b>7. 2 Recorded News Assignments</b>	<b>100 pts each</b>
<b>8. 5 Ways to Promote the Station</b>	<b>100 pts</b>
<b>9. 2 Quizzes</b>	<b>50 pts each</b>
<b>10. Final Exam</b>	<b>100 pts</b>
<b>11. Music Evaluation &amp; Handbook</b>	<b>100 pts</b>

**Grading Breakdown:**

**A= 1400 - 1260 B= 1259 - 1120 C= 1119 - 980 D= 979 - 840 F= 839 and below**

**Recorded Assignments *MUST* meet On-air quality. It will be the responsibility of the Production Manager 7 News Director to give necessary training, suggestions for improvement as well as determining if the presentation is On-Air worthy. Recorded assignments will consist of:**

- 1- :20 - :65 second News Story (Reader) and 2- :35-:70 second News Package (with actualities)**

**The completion of any additional assignments outside of the requirements can/will enhance your final grade.**

**DUE DATES:**

**AIR CHECKS:** 2/13; 3/6; 3/27 4/24; 5/8

**Evaluation and proper use of equipment:** 2/20 (Wirig signature)

**NEWS ASSIGNMENT READER:** 2/20

**NEWS ASSIGNMENTS w/ Actuality:** 3/20; 5/1

**PROMOTIONAL IDEAS (Typed or Computer Generated):** 5/8

**RESUME (Typed or Computer Generated):** 5/8

**FINAL EXAM: TUES May 27th 11:35am-1:35pm NO ONE ADMITTED AFTER 12:00 Noon!**

**ALL STUDENTS MUST TAKE THE FINAL....NO MAKE UP WILL BE GIVEN**

**MCOM 119**  
**Fundamentals of Radio Broadcasting**  
**Section B**  
**Student Assignment Sheet**  
**SPRING 2014**

**Instructor: Dr. Evan C. Wirig OFFICE: 20-207 Phone: 619-644-7465 e-mail: evan.wirig@gcccd.edu**  
**Office Hours: M – 1:00-2:20pm; W— 8-8:50 am & 1:00-2:20pm & F—8:00-8:50am or by appt.**

**Student Learning Outcomes:**

- A) Recall and employ professional procedures for planning and presenting a rotation style radio program.
- B) Employ professional procedures for recording station promotions, Public Service Announcements and productions for broadcast.
- C) Recall and analyze the course materials related to radio and broadcast media.
- D) Analyze and evaluate recorded media which could be presented on-air.

**Additional REQUIRED Materials: 6 CD-R's; Flash Drive (4GB Minimum)**

Your Grade in this section will be based upon your compliance to the GRIFFIN RADIO Handbook, helping train new staff, as well as the following:

1. Attend and Participate during Class and Lab Sessions	100 pts
2. Broadcast Research Assignment & Presentation	100 pts
3. Fulfill all scheduled "On-Air" and Staff Lab Hours	300 pts
4. 5 different Air Checks on their due date	50 pts each
5. Resume	50 pts
6. 4 Recorded Assignments	100 pts each
7. 5 Ways to Promote the Station	100 pts
8. 2 Quizzes	50 pts each
9. Final Exam	100 pts
10. Music Evaluation/Handbook	100 pts

**Grading Breakdown:**

**A= 1500 - 1350 B= 1349 - 1200 C= 1199 - 1050 D= 1049 - 900 F= 899 and below**

Recorded Assignments *MUST* meet On-air quality. It will be the responsibility of the Production Manager to give necessary training, suggestions for improvement as well as determining if the presentation is On-Air worthy. Recorded assignments may consist of:

- 1. 30 or 60 second Commercial
- 2. 30 or 60 second Public Service Announcement
- 3. 20 - 65 second News Story (Reader)
- 4. 35-70 second News Package (with actualities)

The completion of any additional assignments outside of the requirements can/will enhance your final grade.

**DUE DATES:**

**AIR CHECKS:** 2/13; 3/6; 3/27 4/24; 5/8

**Evaluation and proper use of equipment:** 2/20 (Wirig signature)

**RECORDED ASSIGNMENTS:** 2/20; 3/13; 4/3; 5/1

**PROMOTIONAL IDEAS (Typed or Computer Generated):** 5/8

**RESUME (Typed or Computer Generated):** 5/8

**FINAL EXAM: TUES May 27th 11:35am-1:35pm NO ONE ADMITTED AFTER 12:00 Noon!**

**ALL STUDENTS MUST TAKE THE FINAL....NO MAKE UP WILL BE GIVEN**

MCOMM 119  
Fundamentals of Radio Broadcasting  
Sections C & D  
Student Assignment Sheet  
SPRING 2014

Instructor: Dr. Evan C. Wirig OFFICE: 20-207 Phone: 619-644-7465 e-mail: evan.wirig@gcccd.edu  
Office Hours: M – 1:00-2:20pm; W— 8-8:50 am & 1:00-2:20pm & F—8:00-8:50am or by appt.

Student Learning Outcomes:

Section C:

- A) Recall and employ standard procedures for planning and presenting a specialty radio program
- B) Produce, write, edit and voice record productions and a personal show promotion
- C) Recall and analyze the course materials related to radio and broadcast media
- D) Construct a resume for a job search using standard criteria designed for radio or professional audio employment

Section D:

- A) Recognize, recall and apply principles and processes of professional video production
- B) Operate digital production equipment to capture original images and sounds to professional standards
- C) Create video programs using digital recording equipment and computer based editing stations
- D) Analyze, compare and discuss technical and creative elements in radio programs

Additional REQUIRED Materials: 6 CD-R's; Flash Drive (4 GB Minimum)

Your Grade in this section will be based upon your compliance to the GRIFFIN RADIO Handbook, helping to train new staff, Management Functions (if applicable), as well as the following:

1. Attend and Participate during Class and Lab Sessions	100 pts
2. Broadcast Research Assignment & Presentation	100 pts
3. Fulfill all scheduled "On-Air" and Staff Lab Hours	300 pts
4. 5 different Air Checks on their due date	50 pts each
5. Resume	50 pts
6. 3 Recorded Assignments (4 for "C" Students)	100 pts each
7. Show Promo	100 pts
8. 5 Ways to Promote the Station	100 pts
9. 2 Quizzes	50 pts each
10. Final Exam	100 pts
11. Music Evaluation & Handbook	100 pts
12. Demo Air Check ("D" Students Only)	100pts

Grading Breakdown:

A= 1600 - 1440 B= 1439 - 1280 C=1279 - 1120 D= 1119 - 960 F= 959 and below

Recorded Assignments *MUST* meet On-air quality. It will be the responsibility of the Production Manager to give necessary training, suggestions for improvement as well as determining if the presentation is On-Air worthy. Recorded assignments may consist of:

- 1. 30 or 60 second Commercial
- 2. 30 or 60 second Public Service Announcement
- 3. 20 - 65 second News Story (Reader)
- 4. 35-70 second News Package (with actualities)

The completion of any additional assignments outside of the requirements can/will enhance your final grade.

DUE DATES:

AIR CHECKS: 2/13; 3/6; 3/27 4/24; 5/8

RECORDED PRODUCTION OR NEWS ASSIGNMENTS: 2/20; 3/13; 4/3; 5/1

D-Student Demo: 5/15 (NO EXCEPTIONS)

PROMOTIONAL IDEAS (Typed or Computer Generated): 5/8

RESUME (Typed or Computer Generated): 5/8

FINAL EXAM: TUES May 27<sup>th</sup> 11:35am-1:35pm NO ONE ADMITTED AFTER 12:00 Noon!

ALL STUDENTS MUST TAKE THE FINAL....NO MAKE UP WILL BE GIVEN

**SHIFT SUBSTITUTION FORM**

Shift Time and Day \_\_\_\_\_ Substitution Date \_\_\_\_\_

Scheduled Shift Operator \_\_\_\_\_

Substituting Operator \_\_\_\_\_

Approval \_\_\_\_\_

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**SHIFT SUBSTITUTION FORM**

Shift Time and Day \_\_\_\_\_ Substitution Date \_\_\_\_\_

Scheduled Shift Operator \_\_\_\_\_

Substituting Operator \_\_\_\_\_

Approval \_\_\_\_\_

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**SHIFT SUBSTITUTION FORM**

Shift Time and Day \_\_\_\_\_ Substitution Date \_\_\_\_\_

Scheduled Shift Operator \_\_\_\_\_

Substituting Operator \_\_\_\_\_

Approval \_\_\_\_\_



GROSSMONT-CUYAMACA  
COMMUNITY COLLEGE DISTRICT

## Social Media Guidelines

These guidelines were developed for faculty, students, staff and administrators at the Grossmont-Cuyamaca Community College District who create and administer social media sites such as Facebook, Twitter or YouTube on behalf of the district or its colleges. The district supports the use of social media as a valuable tool to disseminate information and create a thriving online community.

These sites reflect on the district and its colleges and should therefore be written and structured in an appropriate, ethical, professional and lawful manner. If activity on a social networking site is offensive or violates district policy, it may result in disciplinary or legal action. Using the district's official media sites and approved accounts indicates that you have read and will abide by these guidelines.

### *Setting up and monitoring social media pages*

1. Before setting up a social media page representing the college or district, employees must contact the college or district social media administrators at [social.media@gcccd.edu](mailto:social.media@gcccd.edu).
2. The district Public Information Office must also be included as an administrator on the site. The user name and password must be supplied to the Public Information Office, and it cannot be changed without notifying the office.
3. The page should be used only for college or district-related purposes.
4. The employee responsible for posting to the social media site must regularly monitor the page. The sites will also be monitored by the Public Information Office.
5. Personal information should not be posted on social media sites, including but not limited to: student identification numbers, employee identification numbers, Social Security numbers, personal addresses or phone numbers, or driver's license numbers.
6. Social media sites are not private, and the expectation of privacy is not conveyed to you as a user or administrator of the site.

### *Photo guidelines*

Photos posted on social media pages should favorably portray the colleges and district and the persons depicted in the photos. The following guidelines should be used when posting photos:

- Photos of children should not be posted without express consent from their parents, except photos taken at public events. Even then, use great caution when posting photos of young children.
- Photos of public events can be posted on social networking sites, but they must be appropriate. As a guideline, they should be photos that could be posted on the district's official website. Examples of photos that should be avoided include but are not limited to: photos involving alcohol, nudity, medical and hospital patients, and graphic scenes.

### *Logo and titles*

The name of the college should begin the title of any social network page. For example:

- Grossmont (or Cuyamaca) College XXXX Department
- Grossmont (or Cuyamaca) Class of XXXX

The college or district logo cannot be used on Facebook pages except on the official college page.

### ***Administration***

At least two site administrators are recommended, in addition to the district Public Information Office. For student organizations, outgoing and incoming administrators should be overlapped to ensure a smooth transition.

### ***Best practices***

Freedom of speech must be exercised responsibly on the sites. These recommendations provide a roadmap for constructive, respectful, and productive use of social networking sites.

- **Be respectful**  
Respect your audience and your colleagues. Take care not to engage in any conduct that would not be acceptable in the workplace.
- **Get your facts straight**  
Ensure that you are providing accurate information so that you are not misrepresenting the colleges or the district.
- **Be mindful of your public image**  
Consider the image you want to portray to the public. Be mindful that what you post may be viewed by parents, students, administrators and community members, and may stay public for a long time.
- **Use your best judgment**  
Remember there may be consequences to what you post, so consider your content carefully. If you are about to post something that makes you the slightest bit uncomfortable, review these guidelines and think about whether to post the material.

### ***Standards for appropriate conversation***

Although online conversations on social media sites are often casual, they must remain professional and respectful. Comments on the colleges' official pages are monitored to ensure compliance with the social networking guidelines. Inappropriate comments will be removed.

Content that will be deleted includes:

- An advertisement for a commercial business
- Libelous, slanderous or defamatory comments
- Vulgar, racist or sexist slurs
- Obscenities
- Comments pertaining to violence
- Incorrect information
- Information that violates student privacy under FERPA
- Comments that are not respectful.
- Comments that are not relevant to the topic.
- A commenter who is misrepresenting himself/herself.
- A single person who is dominating the conversation.

### *Press inquiries*

Postings may generate media coverage. If a member of the media contacts you about a social media posting or requests information about the college or district, contact Anne Krueger at (619) 644-7842 or Della Elliott at (619) 644-7690 in the district Public Information office. You should also confirm that any information you post has been publicly disclosed.

### *Questions?*

Questions about the social media guidelines should be sent to [social.media@gcccd.edu](mailto:social.media@gcccd.edu). You will receive a response from one of the social media administrators.

Government Relations and Public Information

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8800 Grossmont College Drive El Cajon, CA 92020-1799 Phone 619-644-7573 Fax 619-644-7924

## ***SPECIALTY SHOWS***

It is the Policy of the station that music format/rotation **MUST BE FOLLOWED**. Once the Executive Staff feels that a Staff Member has mastered those aspects, a Staff Member may be allowed to produce a Specialty Show. By Definition a Specialty Show will consist of a particular genre or type of music generally not found on the station's current playlists. (For example: Oldies, Country, World Beat, Jazz, etc.)

These Shows are not a right of being involved in MCOM 119, but a privilege to those Staff members who have mastered format/rotation, and desire to challenge themselves in producing a specific show. No specialty shows will be approved before the 4th week of the semester.

The Following criteria **MUST BE FOLLOWED** in order to obtain and maintain a Specialty Show.

1. A Typed or Computer Generated Proposal requesting a Specialty Show must be submitted to the Program Director. This Proposal must include the following to receive full consideration:

Staff Member's Legal Name  
Time and Day of Air Shift(s)  
Type of Specialty Show Proposing  
Brief Description of the Proposed Show  
Type of Music to be Played  
Brief Description of how this Show can enhance Music Diversity to Grossmont  
Legal Signature

2. Upon approval of a Specialty Show, a Playlist of all music **MUST** be submitted to the Music Director **ONE WEEK PRIOR** before it airs.

3. The Music Director has sole discretion as to what music may or may not be aired. The criteria for such decisions has been described and outlined to the MD and is Station Policy.

4. A 30-sec or 60-sec Promo denoting the type of music, the personality, day and time must be completed and approved before the specialty show may air.

5. Only one-half of the Staff Member's weekly on-air time may be dedicated to a Specialty Show. The other half must and will be dedicated to following the format/rotation schedule.

6. The On-Air Log **MUST** and will be followed during a Specialty Show.

Failure to Comply with these policies can and will result in forfeiture of Specialty Show privileges. The Station, the College, nor the staff will be responsible for any loss or damage of personal items in relation to their involvement at the station.

**NOTE: In order to comply with our music licenses, NO MUSIC MAY BE USED THAT IS NOT OFFICIALLY IN THE GRIFFIN RADIO MUSIC LIBRARY. All music must be official lab materials in conjunction with CA Ed. Code and copyright laws.**



**Record of Academic Achievement**

NAME \_\_\_\_\_

Section (Please Circle)      A      B      C      D

**THIS SHEET MUST BE TURNED IN TO THE INSTRUCTOR AT THE END OF THE SEMESTER**

It is the **RESPONSIBILITY** of the Student to keep track of their assignments and RAA Sheet.

**SPRING 2014**

\*Subject to Change by sole authority of the Instructor

<b>On Air/ Production ASSIGNMENTS</b>	<b>DUE DATE</b>	<b>AIRED</b>	<b>Supervisor Signature</b>
Air Check 1 (50 Points)			
Air Check 2 (50 Points)			
Air Check 3 (50 Points)			
Air Check 4 (50 Points)			
Air Check 5 (50 Points)			
Production 1 (100 pts)			
Production 2 (PSA/ Commercial, News Package) (100 pts)			
Production 3 (sections B, C, D) Equipment Evaluations (sec A)			
Production 4			
Production 5			

Hours:	Format:	Promotion Ideas:	Ambassadorship:
Signature	Signature	Signature	Signature

Music Evaluation	Handbook/Atten dance	Resume	Presentation	Final Exam
Signature	Signature	Signature	Signature	

**CLASS SCHEDULE**  
**SPRING 2014**  
**Radio Station Management**

Week 1 Course Overview, Expectations,  
1/28 On-Air Scheduling

Week 2 Computer Policies and CNN  
2/4

Week 3 Nature of Management  
2/11 Hyde pp 41-43

Week 4 Duties and Responsibilities  
2/18 Hyde pp 43-48

Week 5 Organizational Structure and HR  
2/25 Hyde pp 48-57

Week 6 Station Manager/Sales Manager  
3/4 Hyde pp 60-65 & 123-126

Week 7 Program and Production Mgrs  
3/11 Hyde 91-93

Week 8 Management Quiz 1 50 pts  
3/18

Week 9 News Director/Sports  
3/25 Hyde pp 159-162 & 166

Week 10 Traffic/Support/Engineers  
4/1 Hyde pp 223-235 & 273-275

Week 11 **Prep for Student Presentations**  
4/8

Week 12 **SPRING BREAK**  
4/15

Week 13 Management Quiz # 2  
4/22

Week 14 Student Presentations  
4/29

Week 15 Student Presentations  
5/6

Week 16 Student Presentations  
5/13

Week 17 Student Presentations  
5/20 **KGFN AWARDS 5/22**

**FINAL EXAM TUESDAY MAY 27<sup>th</sup>**  
**11:35-1:35**

**NO MAKE UP WILL BE GIVEN**

**ALL ARE REQUIRED TO ATTEND**

**No Exam will be given after 12:00pm**

**GRIFFIN RADIO  
AVAILABILITY SHEET**

**NOTE:** Each Student **MUST** fulfill a **MINIMUM** of 4 scheduled **ON-AIR** hours at the station each week for a **MINIMUM** of 60 **ON-AIR** lab hours a semester. Additionally the Thursday meetings count as lab hours and students will need 15 hours at staff meetings, for a **MINIMUM** total of 75 Lab Hours a semester. Staff hours can be made up for active participation during remotes and field events. As the schedule needs to accommodate everyone in the class, please fill out the grid below and “X” out all times that you are *not available*.

**If you are not available for at least 8 hours of scheduling, you may want to consider dropping the course, or re-arranging your schedule.**

NAME \_\_\_\_\_ SECTION \_\_\_\_\_

Phone # \_\_\_\_\_ E-MAIL \_\_\_\_\_

	MON	TUE	WED	THU	FRI
8:00					
8:30					
9:00					
9:30					
10:00					
10:30					
11:00		CLASS		STAFF MTG	
11:30		CLASS		STAFF MTG	
12:00					
12:30					
1:00					
1:30					
2:00					Automation
2:30					
3:00					
3:30					
4:00	Automation	Automation	Automation	Automation	Automation

## ***Griffin Radio Staff On-Air Contract***

All who are enrolled in MCOM 119 Sections A-D will be considered a full staff member of the radio station.

The by signing this contract the Staff member (meaning those enrolled in the MCOM 119 sections) agrees to and will be required to follow ALL rules, policies, procedures and regulations regarding the station and the College at all times during their participation in the course. A list of these policies and procedures will be given to each staff member and a copy will be available at the station.

It is the responsibility of the staff member to read and understand the policies. Failure to comply can/will result in disciplinary action as outlined in the Handbook and GC Policies. The Staff will be required to adhere to the Syllabus and Student Assignment Sheet Due Dates, as well as all requirements or amendments written or verbally stated by the Faculty Advisor/General Manager at the station.

The Staff Member also agrees to have his/her image and voice disseminated by various means relating directly to the station, the Media Communications Department and Grossmont College. The undersigned also agrees to have their voice and image disseminated through official media relating to the station, the Media Communications Department and Grossmont College.

Students will adhere to District Web and Social Media Policies as to the content of the Website

The station is designed to enhance the staff's abilities in Radio Station Operations and Production.

The undersigned agree and understand to the above.

**Please Print)**

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Last Name

First Name

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Signature

DATE

General Manager/Faculty Advisor's Approval \_\_\_\_\_