

# MIAMI MEDIA SCHOOL

CATALOG AND GENERAL INFORMATION



901 S. Miami Avenue, Suite 303, Miami, FL 33130 - (305) 728-1120

**VOLUME 12**

January 2016  
Miami, Florida

## Table of Contents

<b>A Message from the President .....</b>	<b>4</b>
<b>About the School.....</b>	<b>4</b>
<b>Mission Statement.....</b>	<b>4</b>
<b>Philosophy .....</b>	<b>4</b>
<b>Approvals and Affiliations .....</b>	<b>5</b>
<b>Memberships .....</b>	<b>5</b>
<b>Facility.....</b>	<b>5</b>
<b>Admissions Procedure .....</b>	<b>5</b>
<b>Enrollment and Course Registration Process.....</b>	<b>5</b>
<b>Class Size .....</b>	<b>5</b>
<b>Student Services .....</b>	<b>6</b>
<b>Requirements for Graduation.....</b>	<b>6</b>
<b>Online Courses.....</b>	<b>6</b>
<b>Career Services .....</b>	<b>7</b>
<b>Internships.....</b>	<b>7</b>
<b>Post-Graduate Privileges .....</b>	<b>7</b>
<b>Administrative Staff.....</b>	<b>7</b>
<b>Instructional Staff (partial list).....</b>	<b>7</b>
<b>Advisory Board.....</b>	<b>8</b>
<b>School Calendar – .....</b>	<b>8</b>
<b>Requests for Transcripts .....</b>	<b>8</b>
<b>Transfer of Credit .....</b>	<b>8</b>
<b>Credit for Previous Training .....</b>	<b>8</b>
<b>Satisfactory Academic Progress (SAP) .....</b>	<b>9</b>
<b>Definition of a Quarter Credit Hour .....</b>	<b>9</b>
<b>Grading Scale .....</b>	<b>10</b>
<b>Warning/Probation/Termination .....</b>	<b>10</b>
<b>Attendance.....</b>	<b>11</b>
<b>Attendance Compliance Regulations.....</b>	<b>11</b>
<b>Official Withdrawal Policy.....</b>	<b>11</b>

Leave of Absence (LOA) Policy.....	12
Conduct and Behavior .....	12
Dress Code .....	12
Procedures for Dismissal and Appeal .....	13
Student Complaint/Grievance Procedure .....	13
Financial Aid.....	14
Minimum Cancellation and Settlement Policy.....	14
Radio & TV Broadcasting.....	16
<i>Admissions Requirements</i> .....	16
<i>Program Summary and Objectives</i> .....	16
<i>Cost of Program</i> .....	17
<i>Course Descriptions</i> .....	18
Hispanic Media Broadcasting Training.....	21
<i>Admissions Requirements</i> .....	21
<i>Program Summary and Objectives</i> .....	22
<i>Cost of Program</i> .....	23
<i>Course Descriptions</i> .....	23
Film and Video Production .....	27
Admission Requirements .....	27
<i>Program Summary and Objectives</i> .....	27
<i>Cost of Program</i> .....	28
<i>Course Descriptions</i> .....	28
Media Sales and Marketing.....	30
Admission Requirements .....	30
<i>Program Summary and Objectives</i> .....	30
<i>Cost of Program</i> .....	31
<i>Course Descriptions</i> .....	31
Audio Production Program.....	33
Admission Requirements .....	33
<i>Program Summary and Objectives</i> .....	33
<i>Cost of Program</i> .....	34
<i>Course Descriptions</i> .....	34
Sports Broadcasting .....	36

**Admission Requirements .....36**  
**Program Summary and Objectives .....36**  
**Cost of Program .....37**  
**Course Descriptions .....38**  
**Special Provisions for Students Receiving VA Benefits .....40**  
**Certification .....40**

**MIAMI MEDIA SCHOOL**

901 S. Miami Avenue, Suite 303, Miami, Florida 33130 (305) 728-1120  
Owned, operated & staffed by professional broadcasters. Robert Mills, President.

## A Message from the President

The broadcast and communications industry is growing. New media outlets are evolving daily. Our student-staffed internet stations deliver live radio broadcasts. Education, government and private industry are beginning to realize and take advantage of new technology to carry their messages.

As new horizons are explored and conquered, the opportunities for trained broadcasting professionals keep expanding. Staff announcers, newscasters, sportscasters, DJ's, VJ's, writers, directors and producers -all are needed to staff our expanding industry. We are placing our graduates in hundreds of new traditional and non-traditional jobs.

Interesting, fascinating jobs that were unheard of five or six years ago are today providing exciting and meaningful careers to trained professionals. The future belongs to those who prepare now for its challenges.

*Robert Mills, President*

## About the School

The Ohio Media School was opened in 1986 to respond to the needs of area radio and television stations for entry-level positions in their industry. The School, located at 6703 Madison Road in Cincinnati, Ohio is equipped with administrative offices, classrooms and radio and TV studios. The School is accessible to students via highways and state interchanges, and offers handicapped access and free parking.

In November 2012, the Ohio Media School, Cincinnati Campus, opened a branch campus, the Miami Media School located at 901 S. Miami Avenue, Suite 303, Miami, Florida 33130.

The Miami Media School is owned by M&S Media, Inc., an Ohio Corporation. Robert Mills is the Director and President.

## Mission Statement

The mission of the Miami Media School is to provide hands-on broadcasting and Internet content management in fully-equipped radio and TV studios and computer labs. The instructional staff consists of broadcast media professionals with many years of broadcast and media experience and includes local on-air radio and TV personalities. Upon graduation, students are well-prepared for entry-level positions in the broadcast media industry.

## Philosophy

It is the philosophy of the Ohio Media School and the Miami Media School to provide ambitious students with the knowledge necessary to help them pursue a career in broadcasting. The School provides the information and hands-on training that radio and TV stations look for. It is proud that it has trained graduates for successful careers in radio and television. The Ohio Media School and the Miami Media School have complete classroom and studio facilities, and provides the hands-on training that can open the door to an exciting career in broadcasting.

"Learn by Doing" is the School's style. We know that there is no substitute for operating the tools of broadcasting under the direction of broadcast professionals. The classes and studio sessions are run with the same professional informality that is found throughout the broadcast industry.

The Ohio Media School and the Miami Media School accept and enroll applicants regardless of race, creed, gender or age, who exhibit adequate speech and reading skills, appropriate educational background, sufficient career motivation and a successful live audition.

## Approvals and Affiliations

The Miami Media School is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC). Additional information regarding this institution may be obtained by contacting the ACCSC at 2101 Wilson Boulevard, Suite 302, Arlington, VA 22201 (703) 247-4212.

The Miami Media School is licensed by the Commission for Independent Education, Florida Department of Education. Additional information regarding this institution may be obtained by contacting the Commission at 325 West Gaines St., Suite 1414, Tallahassee, FL 32399-0400, toll-free telephone number (888) 224-6684.

The School is approved by and/or affiliated with these organizations:

Student and Exchange Visitor Program (SEVP): *This school is authorized under Federal law to enroll nonimmigrant alien students*

## Memberships

Society of Broadcast Engineers  
Broadcast Education Association  
Florida Association of Postsecondary Schools & Colleges

## Facility

The Miami Media School's facilities are located within Mary Brickell Village in downtown Miami. The School has a fully equipped Television Studio and Control room outfitted with professional industry level broadcasting equipment, and nine fully outfitted video editing workstations. The School also maintains nine fully equipped radio studios, and three on-air Internet radio stations. The School features three classrooms and a comprehensive learning resource center, as well as staff and administrative offices. The School contains 7,160 square feet of space.

## Admissions Procedure

Interested applicants should call the School to arrange to take an informational tour, meet with the Financial Aid Office and interview with the School Director.

## Enrollment and Course Registration Process

In order for students to be enrolled the student must have met all admissions requirements, completed all paperwork and been formally accepted into the institution by the start date of the program. In the event that an applicant has not met any of these requirements prior to the start date but still wishes to enroll, with the approval of the Campus Director under extenuating circumstances, an applicant may attend classes as a registered (but not enrolled) student, while attending to the completion of administrative obligations or otherwise preparing for official acceptance into the program. Students who are registered for classes must have all enrollment provisions resolved by the end of the fourth week of classes in order to be considered for acceptance. Any student not enrolled by the end of week four will not be allowed to continue and will instead be required to enroll in a future class start.

## Class Size

Although class sizes vary, the maximum number of students to be enrolled for any one class is 25.

## Student Services

Student Services & Resources support our students in maintaining satisfactory progress, achieving successful educational and employment outcomes and making informed decisions concerning training and employment. Students can approach any school staff member to request student's services and students will be responded to in a timely manner and will meet the individual student's needs and will encompass areas such as: Personal Advisement and Financial Advising (i.e. life, career development, budget and personal financial planning skills) general development, appropriate to our Students' higher educational challenges, Academic Advising, testing and tutoring services, supervision and monitoring of attendance records, employment assistance/information regarding housing, transportation and child care. The key elements of Student Services are as follows: graduate employment assistance, referral to any outside agencies as it pertains to a student's needs that may require outside professional help (non-profit agencies), how to budget finances to meet tuition obligations, assistance with internships/externships, education advising and counseling, student default information, financial aid guidance and assistance. The staff will meet with the student to address and respond to the request for services in a timely and professional manner. Follow up by the staff member will be conducted regarding the specific student services matter.

## Requirements for Graduation

To graduate and receive a diploma, a student must meet these requirements:

1. Satisfactory completion of all required courses.
2. Grade point average of 2.0 or higher.
3. Satisfaction of all financial obligations to the school must be met in order to: participate in the graduation ceremony, receive a diploma and obtain transcripts.

Progress Reports will be issued to each student at the conclusion of each Term of the program.

## Online Courses

As part of the program, students may take some courses online. Online courses are offered within the institution's learning management system, and success in online courses requires dedication, self-discipline, and technical proficiency with internet and computer technologies. International students and students receiving Veterans Administration Educational Benefits are required to complete these courses on-campus.

Students must pass an Online Course Readiness Assessment as part of the enrollment process in order to qualify to take courses (with a minimum score of 24 out of 30). Students who do not complete this assessment prior to enrollment must complete the Survey of Online Learning and Intellectual Development (SOLID Start) course prior to being enrolled into online coursework, and demonstrate proficiency of online instructional methods by passing the final exam in this course.

Technical support, financial aid support, and advising will be available to online students, provided by the on-campus administrative staff of the school, in addition to all student services as provided to residential students. As a part of the school's program, the expectations and outcomes of students within online courses will be identical the outcomes in traditional courses, but additional convenience and flexibility is a part of online courses.

The following are the courses available online. All other courses are residential, on-grounds only.

- RTB100: Introduction to Broadcasting
- RTB105: Story Writing & Language Arts
- RTB102: Career Development
- RTB201: Internet Marketing & Web Analytics
- RTB200: Sales, Promotion, Marketing, and Ratings
- RTB205: Producing Audition Materials

## Career Services

The Miami Media School has a Career Services Department to assist graduates who successfully complete the broadcast curriculum. Job inquiries are received and processed continually from employers seeking graduates to fill vacancies. Assistance is given to graduates in the preparation of recorded audition material, continuity samples, resumes and applications for employment.

A student who desires placement assistance should submit a radio, tv and web audition media demo to the Career Services Department for approval. The audition media demos should demonstrate the skills that the student learned while in class. Some job openings other than on-air application do not require an approved audition tape. Many job opportunities require relocation. The School does not guarantee job placement. Miami Media School may withhold job placement assistance for students who are not in academic and/or financial good standing with the School.

## Internships

The Miami Media School coordinates internship opportunities at local radio, TV, and media production facilities for interested students. The intern opportunities provide students with additional hands-on training and workplace experience.

The typical internship takes place while the student attends school, and is usually a non-paying position. Although there is no job guarantee, many students who participate in internship programs are offered employment opportunities from these same employers upon graduation.

## Post-Graduate Privileges

Miami Media School graduates in good standing with the school academically and financially, are permitted to use campus studios and equipment at no charge for up to 6 months from the date of their graduation, with consideration of current class schedules and studio availability. After 6 months from graduation, graduates wanting to use Miami Media School studios will be charged a studio fee of \$35.00 per hour. Miami Media School graduates in good standing are eligible to receive re-training or training on new technology that has been added to the curriculum since their attendance. For this tutored instruction, they will be charged a tutoring fee of \$75.00 per hour. Eligibility for training will be determined upon recommendation from the Miami Media School Education Director and availability of instructors, studios, and equipment. All fees are to be paid upon arrival for studio use or instruction. Any portion of an hour used will be charged a full hour's rate. Placement services are provided to all graduates without additional charge for 12 months after the graduation date

## Administrative Staff

**Robert Mills**  
Campus Director

**Jerry Cavell**  
National Director of Admissions

**Christian Schneeweih**  
Technical Director

**Jessie Maltez**  
Administrative Coordinator

**Mauricio Rosa**  
National Director Financial Assistance and Planning

**Krissy Pawlowski**  
Education Director

**Ricardo Seara**  
Career Services Director

## Instructional Staff (partial list)

SEE ATTACHED SUPPLEMENT

## Advisory Board

### Darcy Tannebaum

Senior Executive Producer  
WSVN 7 Sunbeam / Fox

### Miguel Fernandez

Executive Producer  
CBS 4 / WFOR

### Von Freeman

Director of Marketing  
Lincoln Financial

### Phil Michaels-Trueba

Director of Branding/Programming  
COX Media Group

### Johanna Gomez

TV Host  
NBC 6 / Heat TV

### Doug Turkel

Voice Over Artist  
unouncer.com

### Vivian Gonzalez

Meteorologist  
WSVN 7 – Sunbeam/Fox

## School Calendar –

**Day, Afternoon and Night Classes** (SEE ATTACHED SUPPLEMENT)

## Out-of-Class Preparation

Students are expected to come to class prepared for every session, which requires reviewing notes from class sessions, completing homework assignments, practicing technical skills learned in class, and studying for exams and quizzes. Successful students apply what they have learned in class within independent preparation and study time; therefore, students must plan on spending at least one hour reviewing materials, practicing skills, and studying prior to every four-hour classroom or lab session.

## Requests for Transcripts

Students receive a copy of their transcripts upon graduation. After graduation, additional transcripts are available upon request for a fee of \$20.00 per transcript. Requests for transcripts must be made by completing a Miami Media School Transcript Request Form. You may pick-up a form at the school or by calling 305-728-1120 to request one be mailed to you. The form must be filled-out completely, signed by the student, and be accompanied by a check or money order for the correct amount. Telephone requests for transcripts will not be honored.

## Transfer of Credit

Decisions concerning the acceptance of credits by any institution other than the granting institution are made at the sole discretion of the receiving institution, and may not be recognized by employers. Students considering continuing their education at, or transferring to other institutions must not assume that credits earned at this school will be accepted by the receiving institution. An institution's accreditation does not guarantee that credits earned at that institution will be accepted for transfer by any other institutions. Students must contact the registrar of the receiving institution to determine what credits, if any, that institution will accept.

## Credit for Previous Training

Credit for previous education and/or experience will be evaluated, and, if approved, course credits may be awarded towards completion of the program. A maximum of 9.5 credits may be awarded as transfer credits, and a transfer credit fee of \$100 per credit will be assessed for course transfers. The transfer credit fee is waived for students receiving Veterans Administration Educational Benefits. Request for transfer of credit should be made during the enrollment process and must be made within two weeks after the student's start of the program.

To initiate the assessment of transfer credits, students requesting credits for prior training or experience are required to submit to the Education Director a Transfer Credit Application Form, including a detailed description of each element of prior experience or study identifying the course(s) for which credit is requested and a transcript, certificate of completion, or other documentation demonstrating the completion of prior education or experience. The Education Director, with the input of the School Director, will evaluate which course(s) within the school's curriculum may have been satisfied by the prior experience or education and return the approved or denied transfer credit form to the student. Prior skills may be tested at the discretion of the Education Director to determine proficiency prior to the awarding of any credit.

### Satisfactory Academic Progress (SAP)

In order to remain in good standing within the institution, students must make satisfactory academic progress toward completion of their program. Our program is a 38 credit hour program with 2 defined academic Terms and 2 corresponding payment periods. Therefore, SAP is measured by Term, as follows:

#### Qualitative Standard

At the end of each Term, the students must have obtained the following minimum, cumulative GPA:

Term	GPA
1 <sup>st</sup>	1.5
2 <sup>nd</sup>	2.0

#### Quantitative Standard

At the end of each Term, the students should have successfully completed at least the following number of Credit Hours:

Term	Credit Hours	Pace
1 <sup>st</sup>	13 out of 19	67%
2 <sup>nd</sup>	26 out of 38	67%

#### Maximum Timeframe for Graduation

In order to graduate on-time, students must successfully complete 38 credit hours over a period of approximately 36 weeks. Students who do not meet all requirements to qualify for on-time graduation may be allowed to complete coursework after their scheduled graduation date; however, all graduation requirements must be met no later than the end of one additional Term of instruction.

### Definition of a Quarter Credit Hour

An instructional hour is defined as a scheduled 50-minute class period in a 60-minute time period. The number of quarter credit hours assigned to each course is determined on the basis of 10 scheduled classroom contact hours and 20 scheduled laboratory contact hours per quarter credit, plus associated out-of-class preparation time. In addition to the scheduled instructional contact hour, quarter credit hours are assigned to out-of-the-classroom experience on the basis of 30 internship/studio hours per quarter credit. The Quarter Credit Hours shown in this Catalog were determined using the method required by the school's accreditor, ACCSC.

## Grading Scale

Progress in courses is graded quarterly. Students are graded on the basis of class work, performance and preparation. A composite grade is issued at the conclusion of the term. Courses with grades of “F”, “I” or “W” are not credits successfully completed. Therefore, although they may be used in the determination of progress and/or grade averages, they cannot be used to meet graduation requirements. The following system is used:

Letter Grade	Points	Percent
A = Excellent	4	90-100
B = Above Average	3	80-89
C = Average	2	70-79
D = Below Average	1	60-69
F = Failing	0	Below 60
I = Incomplete	0	
W = Withdrawal		

Grades of I (Incomplete) are included in the GPA calculation but are not counted as complete for the pace measure. All course repetitions are counted as attempts in the pace measurement. The second grade for a particular course will replace the first grade in the GPA calculation. Transfer credits have no impact on the GPA, and are counted as both attempted and completed in the pace measurement.

## Warning/Probation/Termination

Satisfactory Academic Progress (SAP) will be determined at the end of each quarter. A warning, probation, or termination may be issued under the below circumstances.

**End of Term 1 (T1) Warning:** If a student is not meeting SAP at the end of T1, financial aid will be disbursed for Term 2 (T2) (if applicable), but the student will be automatically put on **financial aid warning** and notified in writing of the qualitative and quantitative standards needed by the end of T2 to regain SAP.

**End of T2 Warning:** If a student meets the minimum requirements of T1, but has not met the minimum requirements of T2, financial aid may be disbursed for Term 3 (T3) (if applicable) but the student will be placed on **financial aid warning** and notified in writing of the qualitative and quantitative standards the student needs to achieve by the end of T3 to regain SAP and complete the program (if applicable).

**End of T2 Probation:** If a student is not meeting SAP by the end of T2, and a third term is required to complete within 150% of the program length, the student will lose their eligibility for financial aid, subject to appeal and subsequent re-instatement on **probationary** status. A written appeal in the form of a letter must be received from the student and approved by the school in order for financial aid eligibility to be re-instated (if applicable).

**Appeal:** A student appeal must be submitted for approval within two calendar weeks of the end of the Term in which a student failed to meet SAP. The student must explain in their appeal why they are not maintaining SAP, what has changed to help them become academically successful, and how this will help them regain SAP. Supporting documentation is required as appropriate. An appeal committee will make a determination on the appeal, and the student will be notified of the committee’s decision whether or not to allow the student to proceed. The student cannot attend class until the written appeal is reviewed and approved. At that time the student must meet with Education staff and agree to a written academic plan for the remainder of T3.

**Reinstatement:** If the appeal committee approves the written appeal and the student can meet SAP by the end of T3, the appeal may be approved and financial aid eligibility may be reinstated (if applicable). The student will be placed on **financial aid probation** during the Term. If the appeal committee determines, based on the appeal, that the student will require more than one Term to meet

SAP, the student will be placed on probation with an individualized academic plan.

**Termination:** If the appeal is not approved or the student fails to meet the terms of an approved individualized academic plan, then the student may be terminated from the program.

**Other SAP Information:** The above SAP policy applies to all students whether or not they participate in the Title IV financial aid program. All or part of this policy may be used as a basis for academic withdrawal from the program if it is determined by the staff that moving forward in the program would not be in the best interest of the student.

## Attendance

Attendance during regularly scheduled class sessions is a key component to academic success. Missing regular class sessions may result in course failure, delay the graduation date, or ultimately result in termination from the program. Any student who fails to attend any coursework within a two-week consecutive period may be dropped from the program.

## Course Repeats

Students must repeat all required courses in which a satisfactory grade is not earned. When a student repeats a course, it may be charged at the per-credit rate, and the student will be responsible for paying the cost of the retaken course. At the end of a retaken course, the new grade replaces the original grade in computing the student's cumulative grade average. Credit for a repeated course is considered only one time in the determination of satisfactory progress and as credit toward graduation requirements. Students who repeat a course may be charged for such repeats.

## Attendance Compliance Regulations

In order to help students achieve satisfactory academic progress (SAP), the campus Education Department may issue warnings throughout each quarter to those students who have missing or incomplete coursework. This warning may also report excessive absences and/or inadequate lab hours. If deficiencies are not completed by the end of the quarter when SAP is officially calculated, additional steps may be taken including transfers to other classes or dismissal from the program. In addition:

- Consecutive absences will be monitored and may result in earlier warnings, and/or administrative withdrawal.
- International students and students receiving Veterans Administration Educational Benefits will spend an additional six (6) scheduled hours per week on campus undertaking supervised online courses and/or supervised lab studio assignments, for which attendance will be taken.

## Official Withdrawal Policy

Withdrawing from the school may have financial consequences. After classes begin, students must formally withdraw by contacting their campus Education Director and completing the necessary forms. If no written notice is furnished within fourteen days of the last day of attendance, a \$25 administrative fee may be added to the student's account. If it is subsequently determined that the student does not intend to return to class, the remaining tuition charges and/or refunds will be calculated in accordance with State and Federal guidelines. The cancellation and settlement policy can be found in this catalog, on your enrollment agreement, or our website. An administrative withdrawal may be initiated at any time a student violates school policy.

## Leave of Absence (LOA) Policy

The purpose of an LOA is to allow a student with unusual circumstances (medical condition, family crisis, call to active duty, etc.) the opportunity to address those circumstances in a specified period of time. All LOA requests must be made in writing by the student.

To ensure that the student will return to the same point in the curriculum as their last date of attendance (LDA), the student must meet with the Education department to determine when they must return, and therefore identify the length of their LOA. A specific, **official** return date must be identified as part of the student's final written request, and will require that the student resume attendance with a new class at the same session or module of the program that the student last attended before going on leave. (The date will be either the date of the first session of the module the student was attending when the LOA began, or the date of the session of the student's LDA.) An earlier, **unofficial** return date *may* be identified in order to allow the student to return to school to make-up sessions that were originally missed. The official return date cannot be more than 180 calendar days from the start of the LOA. Because students must return to a specific session of a currently scheduled class, LOAs are inherently less than 180 days in length. A student who does not return on their official return date is treated as a withdrawal. Financial obligations may exist in accordance with the Financial Aid disclosure that will be provided to the student.

A final LOA request must be submitted, and requires approval by the Corporate Director of Financial Aid.

## Conduct and Behavior

Unacceptable conduct will not be tolerated. Students may be terminated from school for:

- a. Being under the influence of intoxicating beverages or illegal drugs.
- b. Having intoxicating beverages on School property.
- c. Possession or use of illegal drugs on School premises.
- d. Possession of a firearm or any weapon on School property.
- e. Foul language.
- f. Fighting of any nature.
- g. General or purposeful distraction of other students.
- h. Stealing from the school, a school official, instructor, instructor's assistant or classmate.
- i. Purposeful destruction of School property.
- j. Any conduct that might lead to an accident, such as horseplay or safety violation.
- k. Any violation of the enrollment contract.
- l. Signing of false or misleading statements in the application or contract.
- m. Unauthorized absence on a scheduled School day after being initially reported present
- n. Insubordination to any School official, instructor or instructor's assistant.
- o. Habitual tardiness or absenteeism.
- p. Verbal or physical intimidation towards any School official, instructor, instructor's assistant or classmate.
- q. Verbal or physical sexual harassment, intimidation or derogatory sexual comments towards any school official, instructor, instructor's assistant or classmate.

## Dress Code

Students are not allowed to wear to school any attire with vulgarities or unprofessional slogans, pictures or connotations deemed inappropriate or unprofessional by school staff, provocative clothing, or inappropriate grooming and hygiene. Failure to comply will result in the student being dismissed from the class session, and the student will be counted absent. A second violation will result in suspension from school. A third violation is cause for termination. These dress code rules will prepare the student for employment, as they are the same expectation of professional radio and TV stations and similar employers.

## Procedures for Dismissal and Appeal

- a. Any staff member may suspend a student for infraction of rules.
- b. The student must leave the school premises immediately when suspended. Failure to leave promptly is cause for permanent termination.
- c. The staff member must submit a written report of the suspension to the Director.
- d. The suspended student must request to be reinstated within 72 hours of date of suspension, or the suspension will become a termination.
- e. Termination date will be the date of suspension.
- f. In cases of reinstatement, the student is required to schedule makeup work for time missed during the suspension.

## Student Complaint/Grievance Procedure

Schools accredited by the Accrediting Commission of Career Schools and Colleges must have a procedure and operational plan for handling student complaints. If a student does not feel that the School has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints considered by the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the School for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquiries to:

Accrediting Commission of Career Schools and Colleges  
 2101 Wilson Blvd., Suite 302  
 Arlington, VA 22201  
 (703) 247-4212  
[www.accsc.org](http://www.accsc.org)

A copy of the Commission's Complaint Form is available at the School, and may be obtained by contacting the Campus Director.

Students having problems, concerns or misunderstandings that cannot be resolved through a meeting of those persons directly involved, should follow the procedures outlined below within 10 days of the event given rise to the concern.

- a. Describe the situation in writing. Include the names of all individuals involved and any pertinent dates. The statement must be signed and dated by the person submitting it.
- b. Submit the statement to the Campus Director.
- c. Within five working days, the Campus Director will determine a resolution to the situation or set a time to meet with the parties involved.
- d. Should a meeting be necessary, the student will be given the opportunity to present evidence or witnesses to the situation, and to question the School's staff.
- e. Within five working days of the meeting the Campus Director will determine a final resolution to the problem.
- f. Any student who feels the Campus Director's final resolution is unsatisfactory may file a complaint with the Commission for Independent Education, Florida Department of Education at 325 West Gaines Street, Suite 1414, Tallahassee, Florida 32399. Toll free telephone number: (888) 224-6684.

## Financial Aid

Financial Aid offered to those who qualify by the Miami Media School:

Federal Pell Grant  
 Federal Supplemental Educational Opportunity Grant  
 Federal Direct Subsidized Loans  
 Federal Direct Unsubsidized Loans  
 Federal Direct PLUS Loans

We will also accept any outside scholarships and will accept and certify any credit approved Alternative Loan with approval from the applicable lender.

Prospective students and parents of prospective Dependent students must complete the Free Application for Federal Student Aid (FAFSA) online at <http://fafsa.ed.gov> to determine their eligibility for Federal Grants and Federal Direct Loans.

Federal Direct Subsidized and Unsubsidized Loans must be repaid. Repayment is deferred until 6 months after the student graduates or withdraws from school. Borrowers can choose to make interest payments while in school. A Standard 10-year repayment is what you agree to upon signing your Master Promissory Note. It means one level payment to make monthly. Other repayment options include extended repayment, graduated repayment, income contingent repayment and income-based repayment.

Federal Direct PLUS Loans must be repaid. Repayment begins 60 days after the loan is fully disbursed. Parents may defer payments while their Dependent, Undergraduate child is enrolled in school. Borrowers may be eligible for an extended repayment term of up to 25 years.

The Miami Media School offers a variety of payment plans for those who qualify.

## Minimum Cancellation and Settlement Policy

The School must employ instructors and other personnel, acquire classrooms and provide all equipment and materials, as well as other expenses related to providing the training program. Accordingly, it is expressly understood and agreed that refund of any portion of the tuition shall be made in accordance with the following terms and conditions:

- A. Prior to starting class, a student may cancel his/her enrollment at any time before the commencement of classes:
  1. All monies paid the student will be refunded if cancelled within six (6) business days after signing the enrollment contract and making initial payment, and before starting school.
  2. A student requesting cancellation after six (6) business days, but before starting classes, shall be entitled to a refund of all monies paid to the school, minus the \$125.00 registration fee.
  
- B. Students who have not visited the school facility prior to enrollment will have the opportunity to withdraw without penalty within three (3) days following either attendance at a regularly scheduled orientation or following a tour of the school facilities and inspection of equipment.
  
- C. Tuition and fees are charged by the term. A student is not responsible for tuition beyond the term he/she is currently attending. The school will calculate any refund of unearned tuition and fees that have not been received according to the following:
  1. The following State of Florida refund will apply for a student who withdraws, with the exception of receiving Federal Title IV funds (see #2 below):
    - a. A student who starts class and withdraws before the 2 week add drop period will receive a full refund.

- b. A student who withdraws after the 2 week add drop period shall be obligated for the full amount of tuition plus the registration fee, if applicable, for the term. Therefore no refund will be issued to the student unless a credit balance exists after all unearned Title IV funds have been returned to the Federal Government. All credit balance refunds will be issued to the student within 45 days of the date it is determined that the student has withdrawn from the program.
- 2. Students receiving financial assistance under the Federal Title IV programs (PELL, Direct Student Loans) are subject to federal regulations that determine the amount of Title IV funds they are eligible to retain subsequent to withdrawal. Only Federal Financial Aid Recipients withdrawing within the first 60% of the term are subject to these regulations.

The Return of Title IV Aid regulations require that the Institution calculate the amount of Federal Aid that the student has earned up to the time of withdrawal. Students earn aid in proportion to the amount of the term that they complete. For example, if a student completes 14.5% of the term (calculated by dividing the number of days up to the last date of attendance by the number of days in the term), then the student earns 14.5% of his/her Federal Title IV aid that could have been disbursed. After calculating the amount of aid earned, the Institution must then determine if any unearned aid must be returned to the Federal Government, or if the student is eligible for any additional Federal aid. Any Title IV funds to be returned will be refunded within 45 calendar days of the date of termination, which shall not exceed 14 calendar days from the last day of attendance. Further explanation, including examples illustrating the application of Miami Media School's tuition and fees adjustment policy and the Return of Title IV Aid regulations, can be obtained from the Business Office.

**ALL NON-TITLE IV REFUNDS WILL BE MADE WITHIN 30 CALENDAR DAYS OF THE DATE OF DETERMINATION, WHICH SHALL NOT EXCEED 14 CALENDAR DAYS FROM THE LAST DAY OF ATTENDANCE. TITLE IV REFUNDS WILL BE MADE WITHIN 45 CALENDAR DAYS OF THE DATE IT IS DETERMINED THAT THE STUDENT HAS WITHDRAWN, WHICH SHALL NOT EXCEED 14 CALENDAR DAYS FROM THE LAST DATE OF ATTENDANCE.**

## Radio & TV Broadcasting

### **Admissions Requirements**

Any applicant admitted to the diploma program must be a high school graduate or have a GED certification. The following are approved forms of proof of graduation for high school diploma/GED criteria:

1. Copy of high school diploma\*
2. High school transcript with seal
3. Copy of GED
4. GED transcript showing passing scores and date attained
5. DD-214 from the military showing service member graduated high school.
6. A copy of the student's transcript from an accredited post-secondary institution that indicates the student has earned a high school diploma.

\*In the rare instance that a student is not able to provide the documentation required by the admissions criteria above, due to issues beyond their control (e.g. loss of records due to fire or flood, inability to obtain records, home school students) the school will use the Combined English Language Skills Assessment (CELSA) Test Form 2 and require a score of 34/75 or a level 9 score in the Test of Adult Basic Education (TABE) exam, in lieu of the proof of graduation, along with a signed attestation form.

Each applicant must successfully pass a live enrollment audition and receive a written evaluation that measures the applicant's vocal skills relative to reading ability, speech clarity, inflection, and vocal strength. Each skill is evaluated on a scale of 1 to 3, and the applicant must achieve an average of 1.5 points to be admitted to the training program. All applicants are subject to a public records background check.

The following admissions requirements apply to all applicants prior to enrollment:

1. Applicant should supply a physical mailing address.
2. Applicant should have reliable transportation to and from campus, including a personal vehicle, carpool arrangements or access to public transportation.
3. Applicant should be under stable financial conditions allowing the student to state that he or she can meet all financial deadlines. Financial suitability is subject to review by the Financial Aid Department.
4. Applicant should have a basic understanding of computers and the ability and willingness to learn all necessary programs required for success.
5. In addition to completing all admissions and financial aid requirements, the applicant should receive a favorable recommendation from the Admissions Director based upon the interview section of the application. *Additional admissions criteria are subject to review at the discretion of the School's Admissions Department.*
6. Applicant must not have a conviction for a violent felony (e.g. homicide, manslaughter, rape).

### **Program Summary and Objectives**

The Radio & TV Broadcasting program prepares an individual to gain entry-level employment in the broadcast industry. The student learns studio terms, legal requirements, broadcast station organization, AM-FM radio and TV station channel assignments, logging procedure, principles of performance, programming formats and a thorough examination of past and present radio and TV trends and development.

As part of the speech and announcing sections of the program, students are taught the basics of voice development such as breath control by learning voice development exercises, diaphragmatic

breathing, articulation, expressiveness of speech, volume and pitch ranges, as well as phrasing and inflection. Emphasis is also placed on broadcast advertising commercial believability. Students are critiqued by professional broadcast instructors.

In addition to classroom periods, the students will be trained in professionally equipped audio and video studios leading to proficiency with consoles and digital recording/playback decks, video camera operations and other production equipment. Students are also receive online media training including web design, content management systems and linked journalism. Studio lab work, both live and recorded, is also critiqued by professional broadcast announcers and producers.

News and sports writing and reporting introduces the student to the concepts and theories of broadcast journalism. Students learn the basic elements of writing an effective news story, in addition to gathering sports stories and delivering sports on-camera. Broadcast management is also taught which includes a general study of sales, advertising, public relations, traffic and programming.

Special lectures and workshops featuring prominent authorities on specific aspects of radio and television, such as broadcast law, labor unions, music promotions, etc. are also provided to the student. These lectures are important for entry-level positions as a disc jockey, newscaster, sportscaster, director, producer or salesperson.

A diploma in Radio and TV Broadcasting is awarded to the student upon graduation.

**Program Length: 36 weeks**

Course Title	Credit Hours	Clock Hours
RTB100: Introduction to Broadcasting	1.5	28
RTB101: Fundamentals of Board Operation & Editing	3.5	60
RTB102: Career Development	1	24
RTB103: Radio & Web Production	4	72
RTB104: TV & Video Production	4	72
RTB105: Story Writing & Language Arts	2.5	40
RTB199: Internship 1	2.5	80
RTB200: Sales, Promotion, Marketing, and Ratings	1.5	24
RTB201: Internet Marketing & Web Analytics	1.5	28
RTB202: TV News Reporting & Production	4	72
RTB203: Radio Broadcasting	4	72
RTB204: Sports & Entertainment Media Production	4	72
RTB205: Producing Audition Materials	1.5	28
RTB299: Internship 2	2.5	80
<b>Totals</b>	<b>38</b>	<b>752</b>

**Cost of Program**

Registration fee:	\$ 125.00
Tuition: 1 <sup>st</sup> Term:	\$ 8,170.00
2 <sup>nd</sup> Term	\$ 8,170.00
<b>Total:</b>	<b>\$ 16,465.00</b>

Upon acceptance, the Student will not be subject to any tuition increases that may occur from the time of this enrollment to completion of the program. However, a termination and re-enrollment in program will subject Student to any tuition increases that may have occurred since initial enrollment.

A late fee of 5% may be charged for payments that are 10 days past due.

In addition to direct costs of the program, students will be responsible for purchasing their own supplies, such as pens, paper, and other materials. Students should supply their own headphones as well, which may bring out-of-pocket expenses to between \$50-150.

## **Course Descriptions**

### **RTB100: Introduction to Broadcasting**

This course provides an introduction to the field of broadcasting and helps students begin to develop the skills required of broadcast announcers. The course begins with a short history of broadcasting, and students are then instructed in the concepts of vocal development through the practice of structured vocal development exercises. Students read commercial scripts aloud to enhance reading and breathing skills, improve upon public speaking, and develop improvisational skills. Students also practice active listening and information processing skills.

The course also guides students in developing their own professional future, concentrating on creating resumes, preparing for interviews, and sharpening professional traits to prepare for an internship and employment. Students learn interview skills, shaking hands, dressing for success, and other professional skills required to launch a professional career in broadcasting.

### **RTB101: Fundamentals of Editing and Studio Operations**

This course introduces students to basic audio and video editing techniques. Students learn fundamentals of sound, how to measure and manage sound dynamics, audio console operation, microphone techniques, and sound effect management. Students also learn basic techniques in video editing, including titling, transitions, compressing, formatting, and publishing video projects. The course prepares students for more advanced courses in audio and video editing.

Students also learn terms specific to the radio broadcasting industry, such as those related to broadcast equipment, commercial production, radio programming, and basic radio station operations. Students practice air-shift preparation, content research, organization in accordance with program time clock, appropriate commercial placement, the introduction and wrap-up of program elements.

### **RTB102: Career Development**

Students develop their own professional future within this course, creating resumes, preparing for interviews, and sharpening professional traits to prepare for employment. Students are guided in preparing a resume appropriate for the broadcast industry, writing a cover letter for applying for jobs, interviewing for a professional position, and dressing for a successful interview. Students complete a mock job interview to prepare for employment interviews. In addition, students begin preparing audio and video demos, which will be required near the end of the program.

### **RTB103: Radio & Web Production**

The broadcast media industry requires students to be proficient within many media, blending brands and messages within audio, video, and web environments. In this course, students learn production methods and techniques within both audio and web-based applications, learning the elements of writing effective radio commercial copy, producing that copy, and applying those productions within Web delivery. Students are instructed in producing different types of radio commercials, using music and sound effects to enhance commercials and employing digital editing techniques.

Students then develop basic skills in website design, learning software systems used to create content for text, images, audio, and video. Students are taught basic elements of Hypertext Markup Language (HTML) as the basic code underlying website functionality. Particular emphasis is devoted to creating proper links (both incoming and outgoing) to other text and multimedia content on the Internet. Students are taught the primary use for each type of web page element, including stories, polls, chats, photo galleries, as well as the use and management of social networking links such as Facebook and Twitter. Students learn copyright law as applied to various elements of website content, learning proper attribution rules and guidelines for avoiding copyright infringement.

Finally, students are exposed to a variety of commercial Content Management Systems including those commonly used by broadcasting companies. Particular emphasis is placed on the common elements of all CMS systems and how they are used to create dynamic and easily-updated web

pages. Students design main landing pages, story pages, video/podcast pages, and photo gallery pages. Students learn the process of conforming a broadcast signal (radio or television) for broadcast on the web. Several commonly used streaming systems are introduced along with the basic operations of each, including discussions of bit rate, bandwidth, and computer and mobile device compatibility.

#### **RTB104: TV & Video Production**

This course provides instruction and hands-on application of TV and video production within a series of applications. Students are introduced to the basic terms specific to the television broadcasting industry, television studio fundamentals, camera operation, television production, and digital non-linear video editing. Students learn to operate TV control room equipment, including the operation of the studio cameras and the teleprompter; and they practice on-camera performance techniques and begin to feel comfortable in front of the camera, learning to sell themselves to the TV camera and the audience. To apply TV production skills, students participate in multiple opportunities to learn and perform improvisation for TV.

The course provides detailed instruction and experience with the operation of camcorders, field cameras, tripods and light kits for shooting video in the field. Students learn storyboarding and developing concepts such as key tools in the successful development of material. Students also learn development of television commercial copy, with emphasis on the critical adjustments required when writing effective commercial copy for television use. Students record a TV commercial using camcorders on location and edit footage into a complete video package.

#### **RTB105: Story Writing & the Art of Language**

Students are introduced to the variety of writing styles commonly used in the broadcasting industry. A review of core language arts elements (including sentence structure, parts of speech, punctuation, and alliteration) prepares the student for continued success in the program. Students learn the basics of writing an effective news story for delivery on air and through Web reporting and blogging. The selection of news stories, using actual events, timing a newscast, and the presentation of the newscast are taught, focusing on key elements of style, format and story structure depending on how the piece will be published (e.g. lead story on a website, posting on Facebook, or story designed to be orally presented). Students will learn the key components stories, such as headline, subhead, body text, etc., as well as the proper tagging of stories for Search Engine Optimization, and they are introduced to the concept of "link journalism" whereby brevity of story is enhanced by inserting links allowing the reader to further pursue areas of interest referenced in the story. Students learn to correctly attribute research material and are introduced to the concept of "collaborative journalism."

#### **RTB199: Internship 1**

This hands-on internship experience allows students the ability to apply their learning within the program to the real-world setting. Students create a customized internship plan, and they are given the opportunity to practice the techniques they've learned by working independently in the School's studios and/or intern at a radio, television or production facility to gain real-world experiences in the broadcasting industry.

#### **RTB200: Sales, Promotions, Marketing & Ratings**

This course will introduce the sales, promotion and marketing processes for a typical broadcast station. Students learn the terms and tools necessary to understand these functions, and prepare you for an entry-level position in these departments. Students produce sales and promotional material for radio and TV stations to apply what they learn about the promotional aspect of commercial broadcasting.

#### **RTB201: Internet Marketing & Web Analytics**

This course focuses on enhancing radio and TV commercials by emphasizing web-based components into the commercial product. Students learn the proper use of rich media components to promote ad effectiveness, such as "floaters," "run of site" ads, game and contest components. Students also practice development and production of graphics, coupons, offers and other web elements and learn to deploy triggering mechanisms for these elements. The course focuses tightly on social media and loyalty programs (such as "listener clubs") as an enhancement to the

effectiveness of broadcast advertising and station ratings. The instructor teaches a range of methods for managing multiple web components through common interfaces (e.g. HootSuite) as well as the proper use of blogging and short message service (SMS) communications. Students are introduced to key concepts in measuring the performance of a website, an audio or video stream, or a particular website component. Students learn key analytic measurements, including methods of tracking responses to measure the effectiveness of programming and ad content, as well as ranking and scoring site traffic.

**RTB202: TV News Reporting & Production**

In this course, students learn how to gather, tape and edit news in field situations. Students learn and practice techniques in TV interviewing and “backpacking,” and students use this instruction to produce a 30-second news report. The course includes hands-on application projects, where students put together a collaborative 30-minute television news, sports and weather program. Students write, produce and act as talent for the production. Students are taught performing techniques, floor-directing techniques, crew placement, camera angles and lighting techniques.

**RTB203: Radio Broadcasting**

This course provides in-depth instruction within radio production and broadcasting. Students learn the principles of different radio formats and how to create a formatted clock for each hour of broadcast. Students are taught how to work with and complete a program log. Students also learn advanced radio personality techniques, creating a successful disc jockey show by following a program log and putting together a tight-sounding program. Students perfect techniques such as segues, line commercial inserts, commercials with music beds, time and temperature breaks, and interaction with a co-host or studio guest. Students are taught the basic techniques for recording, editing, and uploading podcasts, proper tagging of podcasts for search engine optimization (SEO), and management of multiple podcasts.

To apply the skills within this course, students produce a Radio Station Day. Students are assigned the different positions within a typical radio station and produce a four-hour live broadcast, using elements of the live entertainment show, newscasts and promotions. The course also teaches students the functions of remote broadcasts, satellite broadcasts, changing technology, and FCC regulations, and students engage in remote broadcast components (e.g. Comrex), “livecasting” of events using media websites (e.g. UStream, LiveStream) and uploading of content to social networking sites (e.g. Facebook/YouTube).

**RTB204: Sports & Entertainment Media Production**

This course applies skills learned throughout the program, allowing students to put their story writing, filming, audio and video editing, and creative production skills to work within applied projects within sports and entertainment broadcasting. Students are instructed on the concepts of producing a music video. Video footage is shot on location and non-linear editing is utilized to produce the completed work. Students use video graphics in television production through digital switcher effects and non-linear editing. Students learn how to perform in front of a green screen, produce animated titles, embed layered and moving backgrounds, deploy special effects within frames, and enhance lower third graphics. Students are also taken through the steps necessary to produce a sports talk program, including researching content, preparing a top of the hour package, producing highlights, managing topic of the day conversation, and keeping listeners interested.

**RTB205: Audition Media Production**

Students use the skills learned throughout the program to produce final audition media packages to assist them with their job search. Demo packages for radio, television, and web media are required to be completed within a full self-branded website.

**RTB299: Internship 2**

This hands-on internship experience allows students the ability to apply their learning within the program to the real-world setting. Students create a customized internship plan, and they are given the opportunity to practice the techniques they’ve learned by working independently in the School’s studios and/or intern at a radio, television or production facility to gain real-world experiences in the broadcasting industry.

## Hispanic Media Broadcasting Training

### *Admissions Requirements*

Eligibility for enrollment in the Hispanic Media Broadcasting Program requires students to be bilingual in both Spanish and English. While the program is taught in Spanish, all students must be able to demonstrate proficiency in reading, writing and conversational English. All potential students are to be made aware of this requirement by the school's Admissions Representatives before being eligible to enroll in the Hispanic Media Broadcasting Program.

An applicant admitted to the Hispanic Media Broadcasting diploma program must be a high school graduate or have a GED certification. The following are approved forms of proof of graduation for high school diploma/GED criteria:

1. Copy of high school diploma\*
2. High school transcript with seal
3. Copy of GED
4. GED transcript showing passing scores and date attained
5. DD-214 from the military showing service member graduated high school
6. A copy of the student's transcript from an accredited post-secondary institution that indicates the student has earned a high school diploma.

\*In the rare instance that a student is not able to provide the documentation required by the admissions criteria above, due to issues beyond their control (e.g. loss of records due to fire or flood, inability to obtain records, home school students) the school will use the Combined English Language Skills Assessment (CELSA) Test Form 2 and require a score of 34/75 or a level 9 score in the Test of Adult Basic Education (TABE) exam, in lieu of the proof of graduation, along with a signed attestation form.

Each applicant must successfully pass a live enrollment audition and receive a written evaluation that measures the applicant's vocal skills relative to reading ability, speech clarity, inflection, and vocal strength. Each skill is evaluated on a scale of 1 to 3, and the applicant must achieve an average of 1.5 points to be admitted to the training program. All applicants are subject to a public records background check.

The following admissions requirements apply to all applicants prior to enrollment:

1. Applicant should supply a physical mailing address.
2. Applicant should have reliable transportation to and from campus, including a personal vehicle, carpool arrangements or access to public transportation.
3. Applicant should be under stable financial conditions allowing the student to state that he or she can meet all financial deadlines. Financial suitability is subject to review by the Financial Aid Department.
4. Applicant should have a basic understanding of computers and the ability and willingness to learn all necessary programs required for success.
5. In addition to completing all admissions and financial aid requirements, the applicant should receive a favorable recommendation from the Admissions Director based upon the interview section of the application. Additional admissions criteria are subject to review at the discretion of the School's Admissions Department.
6. Applicant must not have a conviction for a violent felony (e.g. homicide, manslaughter, rape).

### ***Program Summary and Objectives***

The Hispanic Media Broadcasting program prepares an individual to gain entry-level employment in the broadcast industry. The student learns studio terms, legal requirements, broadcast station organization, AM-FM radio and TV station channel assignments, logging procedure, principles of performance, programming formats and a thorough examination of past and present radio and TV trends and development.

As part of the speech and announcing sections of the program, students are taught the basics of voice development such as breath control by learning voice development exercises, diaphragmatic breathing, articulation, expressiveness of speech, volume and pitch ranges, as well as phrasing and inflection. Emphasis is also placed on broadcast advertising commercial believability. Students are critiqued by professional broadcast instructors.

In addition to classroom periods, the students will be trained in professionally equipped audio and video studios leading to proficiency with consoles, analog and digital recording/playback decks, video camera operations and other production equipment. Students will also work in computer labs to learn online media training including web design, Content Management Systems and linked journalism. Studio lab work, both live and recorded, is also critiqued by professional broadcast announcers and producers.

News and sports writing and reporting introduces the student to the concepts and theories of broadcast journalism. Students learn the basic elements of writing an effective news story, in addition to gathering sports stories and delivering sports on-camera. Broadcast management is also taught which includes a general study of sales, advertising, public relations, traffic and programming.

Special lectures featuring prominent authorities on specific aspects of radio and television, such as broadcast law, labor unions, music promotions, etc. are also provided to the student. These lectures are important for entry-level positions as a disc jockey, newscaster, sportscaster, director, producer or salesperson.

A diploma in Hispanic Media Broadcasting is awarded to the student upon graduation.

#### **Program Length: 36 weeks**

<b>Course Title</b>	<b>Credit Hours</b>	<b>Didactic Hours</b>	<b>Outside Work</b>	<b>Total Clock Hours</b>
RTB100: Introduction to Broadcasting	1.5	28	7	35
RTB101: Fundamentals of Board Operation & Editing	3.5	60	15	75
RTB102: Career Development	1	24	6	30
RTB103: Radio & Web Production	4	72	18	90
RTB104: TV & Video Production	4	72	18	90
RTB105: Story Writing & Language Arts	2.5	40	10	50
RTB199: Internship 1	2.5	80	0	80
RTB200: Sales, Promotion, Marketing, and Ratings	1.5	24	6	30
RTB201: Internet Marketing & Web Analytics	1.5	28	7	35
RTB202: TV News Reporting & Production	4	72	18	90
RTB203: Radio Broadcasting	4	72	18	90
RTB204: Sports & Entertainment Media Production	4	72	18	90
RTB205: Producing Audition Materials	1.5	28	7	35
RTB299: Internship 2	2.5	80	0	80
<b>Totals</b>	<b>38</b>	<b>752</b>	<b>148</b>	<b>900</b>

**COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED**

## Cost of Program

Registration fee:	\$ 125.00
Tuition: 1 <sup>st</sup> Term:	\$ 8,170.00
2 <sup>nd</sup> Term:	\$ 8,170.00
<b>Total:</b>	<b>\$ 16,465.00</b>

Upon acceptance, the student will not be subject to any tuition increases that may occur from the time of the enrollment to completion of the program. However, a termination and re-enrollment in the program will subject student to any tuition increases that may have occurred since the initial enrollment.

A late fee of 5% may be charged for payments that are 10 days past due.

In addition to direct costs of the program, students will be responsible for purchasing their own supplies, such as pens, paper, and other materials. Students should supply their own headphones as well, which may bring out-of-pocket expenses to between \$50-150.

## Course Descriptions

### RTB100: Introduction to Broadcasting

This course provides an introduction to the field of broadcasting and helps students begin to develop the skills required of broadcast announcers. The course begins with a short history of broadcasting, and students are then instructed in the concepts of vocal development through the practice of structured vocal development exercises. Students read commercial scripts aloud to enhance reading and breathing skills, improve upon public speaking, and develop improvisational skills. Students also practice active listening and information processing skills.

The course also guides students in developing their own professional future, concentrating on creating resumes, preparing for interviews, and sharpening professional traits to prepare for an internship and employment. Students learn interview skills, shaking hands, dressing for success, and other professional skills required to launch a professional career in broadcasting.

### RTB101: Fundamentals of Editing and Studio Operations

This course introduces students to basic audio and video editing techniques. Students learn fundamentals of sound, how to measure and manage sound dynamics, audio console operation, microphone techniques, and sound effect management. Students also learn basic techniques in video editing, including titling, transitions, compressing, formatting, and publishing video projects. The course prepares students for more advanced courses in audio and video editing.

Students also learn terms specific to the radio broadcasting industry, such as those related to broadcast equipment, commercial production, radio programming, and basic radio station operations. Students practice air-shift preparation, content research, organization in accordance with program time clock, appropriate commercial placement, the introduction and wrap-up of program elements.

### RTB102: Career Development

Students develop their own professional future within this course, creating resumes, preparing for interviews, and sharpening professional traits to prepare for employment. Students are guided in preparing a resume appropriate for the broadcast industry, writing a cover letter for applying for jobs, interviewing for a professional position, and dressing for a successful interview. Students complete a mock job interview to prepare for employment interviews. In addition, students begin preparing audio and video demos, which will be required near the end of the program.

### RTB103: Radio & Web Production

The broadcast media industry requires students to be proficient within many media, blending brands and messages within audio, video, and web environments. In this course, students learn production methods and techniques within both audio and web-based applications, learning the elements of writing effective radio commercial copy, producing that copy, and applying those productions within Web delivery. Students are instructed in producing different types of radio commercials, using music and sound effects to enhance commercials and employing digital editing techniques.

Students then develop basic skills in website design, learning software systems used to create content for text, images, audio, and video. Students are taught basic elements of Hypertext Markup Language (HTML) as the basic code underlying website functionality. Particular emphasis is devoted to creating proper links (both incoming and outgoing) to other text and multimedia content on the Internet. Students are taught the primary use for each type of web page element, including stories, polls, chats, photo galleries, as well as the use and management of social networking links such as Facebook and Twitter. Students learn copyright law as applied to various elements of website content, learning proper attribution rules and guidelines for avoiding copyright infringement.

Finally, students are exposed to a variety of commercial Content Management Systems including those commonly used by broadcasting companies. Particular emphasis is placed on the common elements of all CMS systems and how they are used to create dynamic and easily-updated web pages. Students design main landing pages, story pages, video/podcast pages, and photo gallery pages. Students learn the process of conforming a broadcast signal (radio or television) for broadcast on the web. Several commonly used streaming systems are introduced along with the basic operations of each, including discussions of bit rate, bandwidth, and computer and mobile device compatibility.

#### **RTB104: TV & Video Production**

This course provides instruction and hands-on application of TV and video production within a series of applications. Students are introduced to the basic terms specific to the television broadcasting industry, television studio fundamentals, camera operation, television production, and digital non-linear video editing. Students learn to operate TV control room equipment, including the operation of the studio cameras and the teleprompter; and they practice on-camera performance techniques and begin to feel comfortable in front of the camera, learning to sell themselves to the TV camera and the audience. To apply TV production skills, students participate in multiple opportunities to learn and perform improvisation for TV.

The course provides detailed instruction and experience with the operation of camcorders, field cameras, tripods and light kits for shooting video in the field. Students learn storyboarding and developing concepts such as key tools in the successful development of material. Students also learn development of television commercial copy, with emphasis on the critical adjustments required when writing effective commercial copy for television use. Students record a TV commercial using camcorders on location and edit footage into a complete video package.

#### **RTB105: Story Writing & the Art of Language**

Students are introduced to the variety of writing styles commonly used in the broadcasting industry. A review of core language arts elements (including sentence structure, parts of speech, punctuation, and alliteration) prepares the student for continued success in the program. Students learn the basics of writing an effective news story for delivery on air and through Web reporting and blogging. The selection of news stories, using actual events, timing a newscast, and the presentation of the newscast are taught, focusing on key elements of style, format and story structure depending on how the piece will be published (e.g. lead story on a website, posting on Facebook, or story designed to be orally presented). Students will learn the key components stories, such as headline, subhead, body text, etc., as well as the proper tagging of stories for Search Engine Optimization, and they are introduced to the concept of "link journalism" whereby brevity of story is enhanced by inserting links allowing the reader to further pursue areas of interest referenced in the story. Students learn to correctly attribute research material and are introduced to the concept of "collaborative journalism."

#### **RTB199: Internship 1**

This hands-on internship experience allows students the ability to apply their learning within the program to the real-world setting. Students create a customized internship plan, and they are given the opportunity to practice the techniques they've learned by working independently in the School's studios and/or intern at a radio, television or production facility to gain real-world experiences in the broadcasting industry.

**RTB200: Sales, Promotions, Marketing & Ratings**

This course will introduce the sales, promotion and marketing processes for a typical broadcast station. Students learn the terms and tools necessary to understand these functions, and prepare you for an entry-level position in these departments. Students produce sales and promotional material for radio and TV stations to apply what they learn about the promotional aspect of commercial broadcasting.

**RTB201: Internet Marketing & Web Analytics**

This course focuses on enhancing radio and TV commercials by emphasizing web-based components into the commercial product. Students learn the proper use of rich media components to promote ad effectiveness, such as "floaters," "run of site" ads, game and contest components. Students also practice development and production of graphics, coupons, offers and other web elements and learn to deploy triggering mechanisms for these elements. The course focuses tightly on social media and loyalty programs (such as "listener clubs") as an enhancement to the effectiveness of broadcast advertising and station ratings. The instructor teaches a range of methods for managing multiple web components through common interfaces (e.g. HootSuite) as well as the proper use of blogging and short message service (SMS) communications. Students are introduced to key concepts in measuring the performance of a website, an audio or video stream, or a particular website component. Students learn key analytic measurements, including methods of tracking responses to measure the effectiveness of programming and ad content, as well as ranking and scoring site traffic.

**RTB202: TV News Reporting & Production**

In this course, students learn how to gather, tape and edit news in field situations. Students learn and practices techniques in TV interviewing and "backpacking," and students use this instruction to produce a 30-second news report. The course includes hands-on application projects, where students put together a collaborative 30-minute television news, sports and weather program. Students write, produce and act as talent for the production. Students are taught performing techniques, floor-directing techniques, crew placement, camera angles and lighting techniques.

**RTB203: Radio Broadcasting**

This course provides in-depth instruction within radio production and broadcasting. Students learn the principles of different radio formats and how to create a formatted clock for each hour of broadcast. Students are taught how to work with and complete a program log. Students also learn advanced radio personality techniques, creating a successful disc jockey show by following a program log and putting together a tight-sounding program. Students perfect techniques such as segues, line commercial inserts, commercials with music beds, time and temperature breaks, and interaction with a co-host or studio guest. Students are taught the basic techniques for recording, editing, and uploading podcasts, proper tagging of podcasts for search engine optimization (SEO), and management of multiple podcasts.

To apply the skills within this course, students produce a Radio Station Day. Students are assigned the different positions within a typical radio station and produce a four-hour live broadcast, using elements of the live entertainment show, newscasts and promotions. The course also teaches students the functions of remote broadcasts, satellite broadcasts, changing technology, and FCC regulations, and students engage in remote broadcast components (e.g. Comrex), "livecasting" of events using media websites (e.g. UStream, LiveStream) and uploading of content to social networking sites (e.g. Facebook/YouTube).

**RTB204: Sports & Entertainment Media Production**

This course applies skills learned throughout the program, allowing students to put their story writing, filming, audio and video editing, and creative production skills to work within applied projects within sports and entertainment broadcasting. Students are instructed on the concepts of producing a music video. Video footage is shot on location and non-linear editing is utilized to produce the completed work. Students use video graphics in television production through digital switcher effects and non-linear editing. Students learn how to perform in front of a green screen, produce animated titles, embed layered and moving backgrounds, deploy special effects within frames, and enhance lower third graphics. Students are also taken through the steps necessary to produce a sports talk program, including researching content, preparing a top of the hour package, producing highlights, managing topic of the day conversation, and keeping listeners interested.

**RTB205: Audition Media Production**

Students use the skills learned throughout the program to produce final audition media packages to assist them with their job search. Demo packages for radio, television, and web media are required to be completed within a full self-branded website.

**RTB299: Internship 2**

This hands-on internship experience allows students the ability to apply their learning within the program to the real-world setting. Students create a customized internship plan, and they are given the opportunity to practice the techniques they've learned by working independently in the School's studios and/or intern at a radio, television or production facility to gain real-world experiences in the broadcasting industry.

## Film and Video Production

### Admission Requirements

Any applicant admitted to an emphasis program must be a high school graduate or have a GED certification, which must be documented in the form of one of the following: Copy of high school diploma\*, high school transcript, copy of GED, GED transcript showing passing scores and date attained, DD-214 from the military showing service member graduated high school, or a copy of the student's transcript from an accredited post-secondary institution that indicates the student has earned a high school diploma.

*In the rare instance that a student is not able to provide the documentation required by the admissions criteria above, due to issues beyond their control (e.g. loss of records due to fire or flood, inability to obtain records, home school students) the school will use the Combined English Language Skills Assessment (CELSA) Test Form 2 and require a score of 34/75 or a level 9 score in the Test of Adult Basic Education (TABE) exam, in lieu of the proof of graduation, along with a signed attestation form.*

Additionally, because the emphasis program provides advanced training within a specific area of broadcast media studies, students must possess at least an intermediate level of competency within the broadcasting, journalism, business or industry, beyond the secondary level. In order to be accepted into an emphasis program, student must possess one of the following:

1. A diploma or certificate of completion within a related program within an accredited post secondary institution;
2. Completion of a degree program within an accredited post-secondary institution; or
3. Verified documentation of practical work experience or skills training within a field related to the emphasis program.

### Program Summary and Objectives

The advanced Film and Video Production Program provides contemporary and traditional skills in modern production of digital video content. The program helps the intermediate, or experienced multimedia professional learn more about modern styles and technical skills. The program prepares students for their field with history, pre productions, shooting, and editing skills. This program offers advanced education with the ever changing contemporary techniques of lighting, shooting, and editing.

A diploma in Film and Video Production is awarded to the student upon graduation.

#### Program Length: 24 weeks

Course Title	Clock Hours	Credit Hours
FVP400: History of Film and Television	48	3
FVP401: Fundamentals of Motion Pictures	48	3
FVP402: Pre-Production, Screenwriting, Storyboarding	48	3
FVP403: Cameras and Lighting	48	3
FVP404: Scene Shooting and Set Roles	48	3
FVP405: Video Editing and Post Production	48	3
FVP406: Advanced Post Production and FX	48	3
RTB490: The Future of Broadcasting	48	3
RTB491: Business Communications	48	3
RTB499: Film and Video Final Project	60	3
<b>Total Credits</b>	<b>492</b>	<b>30</b>

### *Cost of Program*

Registration fee:	\$ 125.00
Tuition: 1 <sup>st</sup> Term:	\$ 5,625.00
2 <sup>nd</sup> Term:	\$ 5,625.00
<b>Total:</b>	<b>\$ 11,375.00</b>

Upon acceptance, the student will not be subject to any tuition increases that may occur from the time of the enrollment to completion of the program. However, a termination and re-enrollment in the program will subject student to any tuition increases that may have occurred since the initial enrollment.

A late fee of 5% may be charged for payments that are 10 days past due.

In addition to direct costs of the program, students will be responsible for purchasing their own supplies, such as pens, paper, and other materials. Students should supply their own headphones as well, which may bring out-of-pocket expenses to between \$50-150.

### *Course Descriptions*

#### **FVP400: History of Film and Television**

Understanding the history of film creates a context for everything that works in film and video today. The formats used today are rooted in the past and this section will demonstrate how the technology and art developed over the past 100 years relates to current trends and why things function in the Internet age.

#### **FVP401: Fundamentals of Motion Pictures**

This course begins to examine the basics of how movies affect the viewer. Through this section, we will begin to see examples of the foundation of multimedia with the how and why movies create an emotional response. By understanding that making any movie is like building a house, you can more easily accept the ideas that follow.

#### **FVP402: Pre-Production, Screenwriting, Storyboarding**

Preparation is everything in film and video production. The pre-production phase is the blueprint for everything that follows. Writing a script, whether it is for a narrative fictional story, or a marketing video for a client, having the written plan prepares everyone. Taking those a step further, with a shotlist or storyboards to more effectively convey to a crew what you intend makes for easier shoots.

#### **FVP403: Cameras and Lighting**

There are a multitude of cameras, choosing the right one for your project is the first step. Lighting can effect mood and shape how people see your story. Combining the camera settings with the right lighting scenario creates the most effective way to tell a story. There are distinct differences in lighting for an interview and creating a natural look with enhanced lighting units is a must.

#### **FVP404: Scene Shooting and Set Roles**

Shooting, and setting the roles for what people do on set, come next. This is the collection of the raw materials for construction later. The ability to understand the hierarchy of the set, means keeping your job. On smaller shoots, jobs get combined, but understanding how they all fit together means keeping the productions on track. Working with actors or talent, framing shots, and timing are everything. Starting from small shoots, we work towards a more complex production by adhering to the job titles.

#### **FVP405: Video Editing and Post Production**

This part of the course begins the construction phase, taking the script or story, and the footage shot to put it all together. Students use the industry standard cloud-based video editing software to edit and produce a working project and learn all aspects of the post-production process.

**FVP405: Advanced Post Production and FX**

This course puts the focus on more modern techniques of color correction, fixing errors that today's technology more easily rectifies, and even advanced visual effects like computer generated imagery. Using industry-standard software, students fine-tune the video product and add a range of effects to enhance the quality of the video production.

**RTB490: The Future of Broadcasting**

This course takes an advanced look at the roles, expectations, and development of the broadcast media profession. After reviewing trends and historical perspectives on traditional broadcasting, the course turns to the role of satellite radio and TV, internet broadcasting, Netflix and on-demand programming, and mobile technologies, and projects about future roles and careers in the broadcast media environment. Students learn to strategically direct their own careers within this evolving industry within the course.

**RTB491: Business Communications**

The course also gives students the opportunity to enhance their professional skills in public speaking, business email and correspondence, and all forms of business communications. The course provides practice in various types of professional communication, both written and oral. Students practice skills in communication styles such as memos, email, proposals, presentations, social media writing, texting, and other business speaking and writing opportunities. The course presents a "spectrum of language formality", and places all business communications upon that spectrum to guide students in effective speaking and writing in all such situations.

**FVP499: Film and Video Final Project**

In this course, the students will attempt a more complex project from start to finish, from writing and storyboarding to shooting and editing. Every student will be expected to work with other students in varying positions to understand production from top to bottom. These projects, once complete will serve as a demo reel to their abilities behind the camera.

## Media Sales and Marketing

### Admission Requirements

Any applicant admitted to an emphasis program must be a high school graduate or have a GED certification, which must be documented in the form of one of the following: Copy of high school diploma\*, high school transcript, copy of GED, GED transcript showing passing scores and date attained, DD-214 from the military showing service member graduated high school, or a copy of the student's transcript from an accredited post-secondary institution that indicates the student has earned a high school diploma.

*In the rare instance that a student is not able to provide the documentation required by the admissions criteria above, due to issues beyond their control (e.g. loss of records due to fire or flood, inability to obtain records, home school students) the school will use the Combined English Language Skills Assessment (CELSA) Test Form 2 and require a score of 34/75 or a level 9 score in the Test of Adult Basic Education (TABE) exam, in lieu of the proof of graduation, along with a signed attestation form.*

Additionally, because the emphasis program provides advanced training within a specific area of broadcast media studies, students must possess at least an intermediate level of competency within the broadcasting, journalism, business or industry, beyond the secondary level. In order to be accepted into an emphasis program, student must possess one of the following:

1. A diploma or certificate of completion within a related program within an accredited post secondary institution;
2. Completion of a degree program within an accredited post-secondary institution; or
3. Verified documentation of practical work experience or skills training within a field related to the emphasis program.

### Program Summary and Objectives

The Media Sales and Marketing Program provides contemporary and traditional skills in digital marketing, terrestrial advertising, and new media branding. The program helps the intermediate or experienced broadcast media professional become more competitive in a new media landscape. The program guides students in commercial writing and business communications skills, client relationship approaches, and sales presentations. The program also offers advanced education in contemporary advertising and marketing fields, social media marketing, mobile device advertising, and internet-based analytics to demonstrate results and outcomes of marketing campaigns.

A diploma in Media Sales and Marketing is awarded to the student upon graduation.

**Program Length: 24 weeks**

Course Title	Clock Hours	Credit Hours
MSM400: Role of the Media Marketing Professional	48	3
MSM401: Commercial Writing and Production	48	3
MSM402: Sales Presentations and Client Relations	48	3
MSM403: Branding and Imaging in Social Media	48	3
MSM404: Sales Analytics and Results Management	48	3
MSM405: Social Media and Digital Sales Tools	48	3
MSM406: Mobile Device Advertising	48	3
RTB490: The Future of Broadcasting	48	3
RTB491: Business Communications	48	3
RTB499: Sales and Management Final Project	60	3
<b>Total Credits</b>	<b>492</b>	<b>30</b>

### *Cost of Program*

Registration fee:	\$ 125.00
Tuition: 1 <sup>st</sup> Term:	\$ 5,625.00
2 <sup>nd</sup> Term:	\$ 5,625.00
<b>Total:</b>	<b>\$ 11,375.00</b>

Upon acceptance, the student will not be subject to any tuition increases that may occur from the time of the enrollment to completion of the program. However, a termination and re-enrollment in the program will subject student to any tuition increases that may have occurred since the initial enrollment.

A late fee of 5% may be charged for payments that are 10 days past due.

In addition to direct costs of the program, students will be responsible for purchasing their own supplies, such as pens, paper, and other materials. Students should supply their own headphones as well, which may bring out-of-pocket expenses to between \$50-150.

### *Course Descriptions*

#### **MSM400: The Role of the Media Marketing Professional**

The goal of this course is to serve as an introduction to Media Sales and add clarity to a career as a Marketing Executive. Being brilliant with the basics is the key to every area of Media, and this course focuses on where Media Marketing is today. Where it is going in the future, and gives an understanding of the entire advertising process and how the individual roles such as marketing, sales and programming support each other. The variety of ideas and techniques will inspire and motivate as you begin your career in Media Marketing.

#### **MSM401: Commercial Writing and Production**

This course teaches students to create marketing campaigns that deliver dynamic results for advertisers by writing effective commercials. Students will discover the art of storytelling, how to avoid fluff and get to the point, how much copy is too much, focusing on the listener, and much more. The course begins with a review of general business writing, and moves on to persuasive writing within commercial production.

#### **MSM402: Sales Presentations and Client Relations**

This course is designed from the ground up to teach today's Media sellers how to effectively communicate media's broad and multi-platform assets to help drive revenue growth at the station level. It builds upon basic sales techniques to go one step further by training sellers to become integrated marketing consultants to their advertising clients regardless of market size. Salespeople are hit with objections and must know how to counter them; but what happens when the closing process turns into a negotiation? This course will help students ask for more and expect less, protect themselves and the company from a bad deal, become comfortable with being uncomfortable, use body language, and learn patience. Topics include analyzing the needs and pain points of clients, selling toward those needs, and maintaining relationships beyond the sale.

#### **MSM403: Branding and Imaging in Social Media**

Writing within social media is an art form unto itself, and one that all broadcasting professionals must master. This course teaches writing within social media environments, cross-posting over multiple platforms, link shortening, understanding hashtags and their development and documentation, as well as maintaining both product branding and personal image within social media environments.

**MSM404: Sales Analytics and Results Management**

This course focuses on understanding Arbitron and Nielsen ratings, Coop Advertising, Scheduling Ads, understanding competitive media, and other principles of measuring advertising results. Focus is placed on Google analytics, Landing pages, A/B pages, funneling and other contemporary tools such as Google Trends and Ad Words to measure leads, trends and advertising results.

**MSM405: Social Media and Digital Sales Tools**

This course focuses on Facebook, Twitter, Instagram, YouTube and other social media for brand development, placement and advertising. The course also introduces app placement within tools such as Pandora and other mobile apps such as Google Feedburner. The course teaches strategies for combining traditional and terrestrial advertising sources with digital sources to create a high-impact, blended sales campaign.

**MSM406: Mobile Device Advertising**

This course focuses on contemporary technologies that target clients through mobile devices and geo-locations, examples include proximity marketing techniques, QR Codes, Passbook app technologies as well as an introduction into time saving services such as IFTTT.com. The course investigates the use of contemporary advertising tools such as geo-fencing, beacons, and other mobile-native advertising sources.

**RTB490: The Future of Broadcasting**

This course takes an advanced look at the roles, expectations, and development of the broadcast media profession. After reviewing trends and historical perspectives on traditional broadcasting, the course turns to the role of satellite radio and TV, internet broadcasting, Netflix and on-demand programming, and mobile technologies, and projects about future roles and careers in the broadcast media environment. Students learn to strategically direct their own careers within this evolving industry within the course.

**RTB491: Business Communications**

The course also gives students the opportunity to enhance their professional skills in public speaking, business email and correspondence, and all forms of business communications. The course provides practice in various types of professional communication, both written and oral. Students practice skills in communication styles such as memos, email, proposals, presentations, social media writing, texting, and other business speaking and writing opportunities. The course presents a "spectrum of language formality", and places all business communications upon that spectrum to guide students in effective speaking and writing in all such situations.

**MSM499: Sales and Marketing Final Project**

In this course, the student perfects a brand and a sales product around that brand, and presents projects to the school community with a comprehensive marketing plan that includes a blended digital and terrestrial approach. The most successful projects will be used in direct application to the workplace, as this course is a capstone to the program

## Audio Production Program

### Admission Requirements

Any applicant admitted to an emphasis program must be a high school graduate or have a GED certification, which must be documented in the form of one of the following: Copy of high school diploma\*, high school transcript, copy of GED, GED transcript showing passing scores and date attained, DD-214 from the military showing service member graduated high school, or a copy of the student's transcript from an accredited post-secondary institution that indicates the student has earned a high school diploma.

*In the rare instance that a student is not able to provide the documentation required by the admissions criteria above, due to issues beyond their control (e.g. loss of records due to fire or flood, inability to obtain records, home school students) the school will use the Combined English Language Skills Assessment (CELSA) Test Form 2 and require a score of 34/75 or a level 9 score in the Test of Adult Basic Education (TABE) exam, in lieu of the proof of graduation, along with a signed attestation form.*

Additionally, because the emphasis program provides advanced training within a specific area of broadcast media studies, students must possess at least an intermediate level of competency within the broadcasting, journalism, business or industry, beyond the secondary level. In order to be accepted into an emphasis program, student must possess one of the following:

1. A diploma or certificate of completion within a related program within an accredited post secondary institution;
2. Completion of a degree program within an accredited post-secondary institution; or
3. Verified documentation of practical work experience or skills training within a field related to the emphasis program.

### Program Summary and Objectives

The Audio Production program provides an entry into the field of studio-based audio recording and production. The course hones the student's skills in audio editing and engineering, and applies that skill to the in-studio recording environment. Students learn theory of acoustics, electronics, and audio components, and they learn to record, track, mix, and master music within an audio facility. Importantly, students learn the industry standard audio engineering software and practice that software through the courses in the program. The course also provides instruction on the music and broadcasting industries, and the range of professional opportunity as an audio engineer and music business professional.

A diploma in Film and Video Production is awarded to the student upon graduation.

#### Program Length: 24 weeks

Course Title	Clock Hours	Credits
APE100: Introduction to Acoustics and Electronics	48	3
APE101: Intro to Audio Components and Equipment	48	3
APE102: Analog and Digital Consoles	48	3
APE103: Studio Recording 1: ProTools Environment	48	3
APE104: Studio Recording 2: Tracking	48	3
APE105: Studio Recording 3: Mixing & Mastering	48	3
APE204: Business 1: Fundamentals of Music Business	48	3
RTB490: The Future of Broadcasting (On-line course)	48	3
RTB491: Business Communications (On-line course)	48	3
RTB499: Audio Engineering Final Project	60	3
<b>Total Credits</b>	<b>492</b>	<b>30</b>

## Cost of Program

Registration fee:	\$	125.00
Tuition: 1 <sup>st</sup> Term:	\$	5,625.00
2 <sup>nd</sup> Term:	\$	5,625.00
<b>Total:</b>	<b>\$</b>	<b>11,375.00</b>

Upon acceptance, the student will not be subject to any tuition increases that may occur from the time of the enrollment to completion of the program. However, a termination and re-enrollment in the program will subject student to any tuition increases that may have occurred since the initial enrollment.

A late fee of 5% may be charged for payments that are 10 days past due.

In addition to direct costs of the program, students will be responsible for purchasing their own supplies, such as pens, paper, and other materials. Students should supply their own headphones as well, which may bring out-of-pocket expenses to between \$50-150.

## Course Descriptions

### **APE100: Introduction to Acoustics and Electronics**

The course begins with a basic review of the audio systems, the history of audio recording, and the history of live sound stage development. The course reviews the fundamental science of acoustics, psychoacoustics, frequency recognition, and the nature of sound. It then teaches students on the principles of electricity and electronic components, with the goal of understanding circuitry and amplification.

### **APE101: Intro to Audio Components and Equipment**

This course covers all major components of an audio system, including microphones, equalizers, mixers, signal processing and effects, loudspeakers and crossovers, power amplifiers and impedance, and cabling. The course gives students a hands-on approach at identifying, storing, shipping, setting up, and tearing down all major components of both a live and studio setup.

### **APE102: Analog and Digital Consoles**

This course provides a guide to both analog and digital consoles within the live and studio settings. Students learn proper maintenance, storage, and setup of both formats. The course then covers mixing principles and concepts, including gain structure, EQ, routing, signal flow, and a range of brand-specific console operations. The student is provided hands-on instruction in operating both analog and digital consoles.

### **APE103: Studio Recording 1: ProTools Environment**

In this course, the student learns all aspects the ProTools environment as the key software for audio production and engineering. The student learns inputs, outputs, tracking and mixing, effects and mastering, and all areas of the software. Students practice some basic tracking techniques as they begin to master the software.

**APE104: Studio Recording 2: Tracking**

This studio-intensive course focuses on recording and tracking in both studio and live settings. Students learn proper micing and troubleshooting during recording, multi-track recording of separate instruments, importing of recorded beats and tracks, and focus on establishing effective inputs. Students successfully record multiple instruments within the course and prepare for mixing tracks in further coursework.

**APE105: Studio Recording 3: Mixing & Mastering**

This course uses ProTools to produce, edit, add effects, and perfect compositions post-recording. The course allows students to hone their skills at audio engineering within the computer-based environment, and master those products to industry-standard levels. Students perfect their creativity, skills, and ear and bounce products to multiple formats for delivery.

**APE204: Business 1: Fundamentals of Music Business**

This course guides students in understanding the business avenues and strategic practices of audio engineers, focusing on job functions, responsibilities, operational concerns, budgeting, marketing, and producing events and talent. The course discusses touring, production, studio management, sales and marketing, corporate audio-visual opportunities, talent development, online branding, and the future of the music business.

**RTB490: The Future of Broadcasting**

This course takes an advanced look at the roles, expectations, and development of the broadcast media profession. After reviewing trends and historical perspectives on traditional broadcasting, the course turns to the role of satellite radio and TV, internet broadcasting, Netflix and on-demand programming, and mobile technologies, and projects about future roles and careers in the broadcast media environment. Students learn to strategically direct their own careers within this evolving industry within the course.

**RTB491: Business Communications**

The course also gives students the opportunity to enhance their professional skills in public speaking, business email and correspondence, and all forms of business communications. The course provides practice in various types of professional communication, both written and oral. Students practice skills in communication styles such as memos, email, proposals, presentations, social media writing, texting, and other business speaking and writing opportunities. The course presents a "spectrum of language formality", and places all business communications upon that spectrum to guide students in effective speaking and writing in all such situations.

**RTB499: Audio Engineering Final Project**

In this course, the students will attempt a more complex project from start to finish. Students record a live multi-piece music act, complete all tracking, produce effects and track editing on all tracks, mix, and master a group of songs. Students also produce publicity materials for the talent, including a website, mobile technology campaign, and other publicity materials to enhance the business approach of the act.

## Sports Broadcasting

### Admission Requirements

Any applicant admitted to an emphasis program must be a high school graduate or have a GED certification, which must be documented in the form of one of the following: Copy of high school diploma\*, high school transcript, copy of GED, GED transcript showing passing scores and date attained, DD-214 from the military showing service member graduated high school, or a copy of the student's transcript from an accredited post-secondary institution that indicates the student has earned a high school diploma.

*In the rare instance that a student is not able to provide the documentation required by the admissions criteria above, due to issues beyond their control (e.g. loss of records due to fire or flood, inability to obtain records, home school students) the school will use the Combined English Language Skills Assessment (CELSA) Test Form 2 and require a score of 34/75 or a level 9 score in the Test of Adult Basic Education (TABE) exam, in lieu of the proof of graduation, along with a signed attestation form.*

Additionally, because the emphasis program provides advanced training within a specific area of broadcast media studies, students must possess at least an intermediate level of competency within the broadcasting, journalism, business or industry, beyond the secondary level. In order to be accepted into an emphasis program, student must possess one of the following:

1. A diploma or certificate of completion within a related program within an accredited post secondary institution;
2. Completion of a degree program within an accredited post-secondary institution; or
3. Verified documentation of practical work experience or skills training within a field related to the emphasis program.

### Program Summary and Objectives

The Sports Broadcasting program engages students in both theoretical and hands-on training around radio, TV, and internet-based sports broadcast media. Students learn advanced production, play-by-play and interviewing skills, and a range of studio and remote coverage of sporting events. Students produce collaborative radio and TV shows within the school's studios, and develop their own final project to develop and hone their production and announcing skills within the sports broadcasting field.

The program helps the intermediate, or experienced broadcast media professional become more competitive in a new media landscape. The program guides students in sports writing and journalism, sports talk theory, sports radio and tv production, remote coverage play-by-play, live remote radio and tv production and sports video production. Additional courses also include the future of broadcasting and business communications. The program also offers advanced education in contemporary sports broadcasting and sports production fields, on the sports broadcasting industries, and the range of professional opportunities as a sports broadcast professional.

A diploma in Sports Broadcasting is awarded to the student upon graduation.

**Length of Program:** 24 Weeks

<b>Course Title</b>	<b>Credits</b>	<b>Clock Hours</b>
SPE400: Sports Writing and Journalism	3	48
SPE401: Sports Talk Theory	3	48
SPE402: Sports Radio Production	3	48
SPE403: Remote Coverage and Play-by-Play	3	48
SPE404: Live Remote Production	3	48
SPE405: Sports Video Production	3	48
SPE406: Live Video Production	3	48
RTB490: The Future of Broadcasting	3	48
RTB491: Business Communications	3	48
RTB499: Sports Broadcasting Final Project	3	60
<b>Total Credits</b>	<b>30</b>	<b>492</b>

## Cost of Program

Registration fee:	\$	125.00
Tuition: 1 <sup>st</sup> Term:	\$	5,625.00
2 <sup>nd</sup> Term:	\$	5,625.00
<b>Total:</b>	<b>\$</b>	<b>11,375.00</b>

Upon acceptance, the student will not be subject to any tuition increases that may occur from the time of the enrollment to completion of the program. However, a termination and re-enrollment in the program will subject student to any tuition increases that may have occurred since the initial enrollment.

A late fee of 5% may be charged for payments that are 10 days past due.

In addition to direct costs of the program, students will be responsible for purchasing their own supplies, such as pens, paper, and other materials. Students should supply their own headphones as well, which may bring out-of-pocket expenses to between \$50-150.

## Course Descriptions

### **SPE400: Sports Writing and Journalism**

This course begins with a brief history of the sports broadcasting, and introduces students to the fundamental research and writing required for sports broadcasts. The course introduces the differences between broadcast writing and print writing, guides students in the use of highlight reels and sound bites, provides practice in transitions, and fully instructs students on the mechanics of script writing for sports journalism.

### **SPE401: Sports Talk Theory**

Sports Talk Radio and TV continues to be a major industry commodity, and this course guides students in the fundamental skills required to produce and host sports talk programming. The course guides students in creating topics, researching players, building rundowns, and evergreen topics, as well as a range of interviewing techniques that must be developed. Students are also guided in a full range of production roles, and they build skills in running the board, cutting and editing audio, and taking callers effectively.

### **SPE402: Sports Radio Production**

This hands-on course engages students in hosting multiple two-hour sports shows within the campus's station. Students are guided in research, writing, and pre-production; conducting the show; editing and post-production; and reviewing the show's effectiveness. Students leave the course with a series of professional experiences in sports radio programming success.

### **SPE403: Remote Coverage and Play-by-Play**

This course provides a range of theoretical and practical experience in remote coverage of sporting events. Students learn the differences between game day intros, studio intros, play-by-play intros, production intros, and scoring intros, practicing the delivery and production of each. Students learn the terminology, preparation, and information management of calling games, scoreboard management, and a range of play-by-play techniques for baseball, football, basketball, and other sports formats.

### **SPE404: Live Remote Production**

This hands-on course puts students into the field to cover sporting events live. All pre-production, talent and production, and post-production are put to work, as students conduct all roles for live, on-site sports broadcasts. Shows are built from these remote productions, as students manage the entire show as is done in industry.

### **SPE405: Sports Video Production**

Students in this course learn the advanced features of video-based sports reporting. Students use the TriCaster system to log footage, embed themes, deliver packages, and color productions with graphics and sound. Students learn a range of styles and approaches to producing video content, as well as learn news gathering and research. The course provides hands-on video production experience in producing sports TV shows.

### **SPE406: Live Video Production**

This hands-on course requires students to develop, write, produce, and broadcast a series of sports video programs. This course puts every aspect of the program's theory and practice to work, as students design sports TV programming from the ground up and produce a marketable product in sports broadcasting.

**RTB490: The Future of Broadcasting**

This course takes an advanced look at the roles, expectations, and development of the broadcast media profession. After reviewing trends and historical perspectives on traditional broadcasting, the course turns to the role of satellite radio and TV, internet broadcasting, Netflix and on-demand programming, and mobile technologies, and projects about future roles and careers in the broadcast media environment. Students learn to strategically direct their own careers within this evolving industry within the course.

**RTB491: Business Communications**

The course also gives students the opportunity to enhance their professional skills in public speaking, business email and correspondence, and all forms of business communications. The course provides practice in various types of professional communication, both written and oral. Students practice skills in communication styles such as memos, email, proposals, presentations, social media writing, texting, and other business speaking and writing opportunities. The course presents a “spectrum of language formality”, and places all business communications upon that spectrum to guide students in effective speaking and writing in all such situations.

**RTB499: Sports Broadcasting Final Project**

In this course, the students will attempt a more complex project from start to finish, from writing and storyboarding to shooting and editing. Every student will be expected to work with other students in varying positions to understand production from top to bottom. These projects once complete will serve as a demo reel to their abilities within the sports broadcasting field.

## Special Provisions for Students Receiving VA Benefits

Notwithstanding any provisions in this catalog to the contrary, the following special provisions apply to students receiving Veterans Administration Educational Benefits:

- VA Attendance Compliance Regulations: The attendance for students receiving Veterans Administration Educational Benefits will be taken daily and evaluated every two (2) weeks by the Education Office. Students exceeding 20% total absences in a calendar month will be terminated from their VA benefits for unsatisfactory attendance.

In order to show that the cause of unsatisfactory attendance has been removed, students must show good attendance (as defined) for one calendar month after being terminated for unsatisfactory attendance. After such time, the student may be re-certified for VA education benefits.

The student's attendance record will be retained in the veteran's file for USDVA and SAA audit purposes.

- VA Standards of Academic Progress: A student receiving Veterans Administration Educational Benefits must maintain a minimum cumulative grade point average (CGPA) of 2.0 each term.

A VA student whose CGPA falls below a 2.0 at the end of any term will be placed on academic probation for a maximum of two consecutive terms of enrollment. If the VA student's CGPA is still below a 2.0 at the end of the second consecutive term of probation, the student's VA educational benefits will be terminated.

A VA student terminated from Veterans Administration Educational Benefits due to unsatisfactory progress may petition the school to be re-certified after attaining a CGPA of 2.0.

## Certification

I certify that the information contained in this school catalog is true and correct in content and policy:	
	January 25, 2016
Robert Mills, Campus Director	Date

# ACCSC

Accrediting Commission of Career Schools and Colleges

**MIAMI MEDIA SCHOOL**  
***“Training for Careers in Media”***  
**Mary Brickell Village**  
**901 S. Miami Ave., Suite 303**  
**Miami, FL 33130**  
**(305) 728-1120**

