

OHIO CENTER FOR BROADCASTING

CATALOG AND GENERAL INFORMATION



OHIO

CENTER FOR BROADCASTING

"Where Broadcasting Careers Begin!"

Columbus, Ohio 07-07-1832T

January 2015
Columbus, Ohio

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OHIO CENTER FOR BROADCASTING – COLUMBUS CAMPUS

A BRANCH CAMPUS OF OHIO CENTER FOR BROADCASTING – CLEVELAND
5330 E. Main St., Suite 200, Columbus, OH 43213 • (614) 655-5250 • Reg. No. 07-07-1832T

OHIO CENTER FOR BROADCASTING – MAIN CAMPUS

High Pointe Corporate Park, 9885 Rockside Rd., Suite 160, Valley View, OH 44125 • (216) 503-5900 • Reg. No. 86-12-1078T

Owned, operated & staffed by professional broadcasters. Robert Mills, President.

A Message from the President

The broadcast and communications industry is growing. New cable networks are being formed. 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 Center for Broadcasting was opened in 1986 to respond to the needs of area radio and television stations for entry-level positions in their industry. The Main School is located at High Pointe Corporate Park, 9885 Rockside Road, Suite 160, Valley View, Ohio.

The Ohio Center for Broadcasting opened a branch campus in Columbus, Ohio in 2008. The Ohio Center for Broadcasting-Columbus Campus is located at 5330 East Main Street, Suite 200 in Columbus, Ohio. The school 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.

Mission Statement

The mission of the Ohio Center for Broadcasting is to provide hands-on broadcasting and online media training in fully-equipped radio and TV studios and web based computer labs. The instructional staff consists of broadcast media and professionals with many years of broadcast and online 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 Center for Broadcasting 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 Center for Broadcasting has 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 Center for Broadcasting accepts and enrolls 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 Ohio Center for Broadcasting is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC) and is licensed with the State of Ohio Board of Career Colleges and Schools, registration 07-07-1832T.

The School is approved for the training of Veterans.

Memberships

Ohio Association of Broadcasters
 National Association of Broadcasters
 International Television Association (ITVA)
 Society of Broadcast Engineers
 Broadcast Education Association (BEA)
 Society of Professional Journalists
 Association for Women in Communications
 Speech Communication Association of Ohio

Facility

The Ohio Center for Broadcasting facility is located in a suburb of Columbus, and is accessible to all major highways. The School has a fully-equipped TV Studio and Master Control Room, in addition to 8 video editing stations. The School also has 8 fully-equipped Radio Studios and two internet Radio Stations. There are 3 classrooms, each with an instructor podium, and seating for a minimum of 28 students per classroom. For teaching aids, the classrooms can remotely monitor audio production activity in the radio studios and have TV monitors with video playback equipment.

The School has offices for the director, admissions, education, placement and financial aid. The restrooms are located in close proximity to the classrooms. There is a marked handicapped entrance close to an elevator lift to the school's second floor location. Special parking areas are also designated for those with special needs.

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 credential or transcript if the student has completed a post-secondary program at an accredited institution and earned a credential (i.e. certificate or diploma); for financial aid purposes, the credential indicating completion must be from at least a two-year program acceptable towards a bachelors degree
7. A copy of the student's transcript from an accredited post-secondary institution that indicates the student has earned a high school diploma

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).

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 in the Radio & TV Broadcasting Program, 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 36.

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.

Online Courses

As part of the program, students will 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 assistance funds are required to complete all or the majority of 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.

Career Services/Placement

The Ohio Center for Broadcasting maintains a full-time Graduate Relations Department to assist graduates who successfully complete the broadcast curriculum. Job inquiries are received and

processed continually from employers seeking graduates to fill vacancies on their staff. Assistance is given to graduates in the preparation of recorded audition material, continuity samples, resumes and applications for employment.

Upon graduation, a student who desires on-air placement assistance must submit audition materials to the School Director for approval. The approved audition materials should demonstrate the skills that the student learned while in class. 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. The Ohio Center for Broadcasting may withhold job placement assistance for students who are not in academic and financial good standing with the School.

Internships

The Ohio Center for Broadcasting 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

OCB 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 OCB studios will be charged a studio fee of \$35.00 per hour. OCB 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 OCB Director of Education 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.

Graduates who have successfully completed the program, will be charged a fee for job placement assistance after a period of 12 months from graduation.

Administrative Staff

Scott Shelton
Campus Director

Amy Eing
Admissions Coordinator

Hallie Fargnolli
Financial Aid Advisor

Alvis Moore
Career Services Director

Kirk Richards
Education Director

Michael Williams
Information Technology Manager

Instructional Staff (partial list)

SEE ATTACHED SUPPLEMENT

Advisory Board

Patti Villari

Patti Villari Freelance Marketing & Advertising

Dan Latham

General Manager
Clear Channel Communication

Kris Kopech

Media & Communications
Franklin County Clerk of Courts

Carol Luper

Sinclair Communications
WSYX/FOX 20 reported (retired)

Eddie Powell

President
Shiared Resources Network

Ty Stevens*

Promotions Director
Wilks Broadcasting

Pat Huston

Consultant-Office of Career-Technical Education
Ohio Department of Education

Thomas McClure

Executive Director
Greater Columbus Film Commission

Ben Johnson

Deputy Director, Office of Communications
Ohio Department of Job and Family Services

*Graduate of the Ohio Center for Broadcasting

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, 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 Radio and TV Broadcasting is awarded to the student upon graduation.

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. 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.

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 an OCB Transcript Request Form. You may pick-up a form at the school or by calling 614-655-5250 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. 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. The school does not accept credit for previous education and/or experience.

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. 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 st	1.5
2 nd	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 st	13 out of 19	67%
2 nd	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.

Grading Scale

Progress in courses is graded by Term. 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.
- Students receiving Veteran's benefits whose accumulated absences are in excess of twenty percent of total scheduled sessions, must be reported to the Veterans Administration as terminated.
- International students and students receiving Veteran's benefits will spend an additional six (6) hours per week on campus undertaking 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, 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:

- Being under the influence of intoxicating beverages or illegal drugs.
- Having intoxicating beverages on School property.
- Possession or use of illegal drugs on School premises.
- Possession of a firearm or any weapon on School property.
- Foul language.
- Fighting of any nature.
- General or purposeful distraction of other students.
- Stealing from the School or other students.
- Purposeful destruction of School property.
- Any conduct that might lead to an accident, such as horseplay or safety violation.
- Any violation of the enrollment contract.
- Signing of false or misleading statements in the application or contract.
- Unauthorized absence on a scheduled School day after being initially reported present.
- Insubordination to any School official, instructor or instructor's assistant.
- Habitual tardiness or absenteeism.
- Verbal or physical intimidation towards any School official, instructor, instructor's assistant or classmate.
- 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

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:

- 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 Executive Director of the State Board of Career Colleges & Schools, 30 East Broad Street, Suite 2481, Columbus, Ohio 43215. Phone: (614) 466-2752; Toll Free: (877) 275-4219.

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 Ohio 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 during the first full calendar week of the academic term shall be obligated for twenty-five percent of the tuition and refundable fees for that academic term plus the registration fee.
 - b. A student who withdraws during the second full calendar week of the academic term shall be obligated for fifty percent of the tuition and refundable fees for that period plus the registration fee.
 - c. A student who withdraws during the third full calendar week of the academic term shall be obligated for seventy-five percent of the tuition and refundable fees for that period plus the registration fee.
 - d. A student who withdraws beginning with the fourth full calendar week of the academic term will not be entitled to a refund of any portion of the tuition and fees.
 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 OCB'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.

SAMPLE REFUND CALCULATIONS ARE AVAILABLE UPON REQUEST FROM THE FINANCIAL AID OFFICE.

Radio and Television Broadcasting

Educational objective: The Radio and TV Broadcasting program trains an individual in the skills necessary to secure employment as a broadcast announcer. The program emphasizes on-air performance, and also covers other skills for entry-level jobs in the broadcast industry, including control-room procedures, news/sports writing and reporting, copywriting, audio and video production, and broadcast management. A diploma in Radio & TV Broadcasting is awarded to graduates of this program.

Program Length: 36 weeks

Course Title	Credit Hours	Didactic Hours	Outside Work	Total Clock Hours
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
Totals	38	752	148	900

Cost of Program

Registration fee:	\$ 125.00
Tuition: 1 st Term:	\$ 7,790.00
2 nd Term:	\$ 7,790.00
Total:	\$ 15,705.00

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.

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. All reading materials needed for the Program are provided by the School and are included within the tuition costs.

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

Information about tuition charges for comparable programs may be obtained by contacting:

Accrediting Commission of Career Schools and Colleges

2101 Wilson Blvd. #302 • Arlington, VA 22201 • (703) 247-4212 www.accsc.org

School Calendar –

Day, Afternoon and Night Classes (SEE ATTACHED SUPPLEMENT)

Day students attend class from 9:00 am to 1:00 pm, three (3) days per week. Night students attend from 6:00 to 10:00 pm, three (3) days per week. International students and students receiving Veterans Administration educational assistance funds will spend an additional six (6) hours per week on campus undertaking online courses and/or supervised lab studio assignments, for which attendance will be taken. A week is Monday through Friday.

The school observes the following holidays:

New Year's Eve and New Year's Day, January	Labor Day, first Monday in September
Memorial Day, last Monday in May	Thanksgiving Thursday and Friday, November
Independence Day, July 4	Christmas Eve and Christmas Day, December

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.

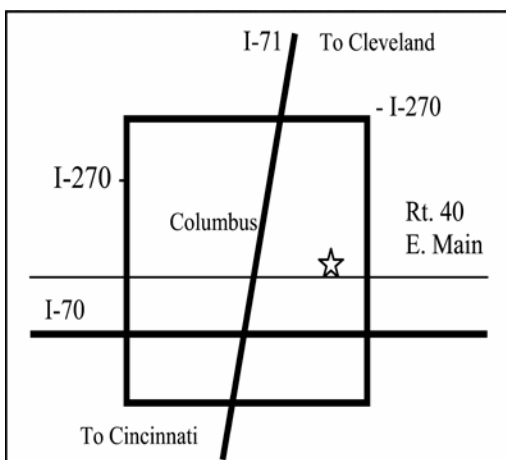
RTB205: Audition Media Production

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.

Location and Directions



Directions

The Ohio Center for Broadcasting is conveniently located off I-270 in Whitehall. Follow I-270 on the east side of Columbus to Exit 41-A. Take Exit 41-A onto Route 40 W. Turn right $\frac{1}{2}$ mile onto Gatehouse Dr. (also marked Heatherwood Drive), then left into parking lot of East Main Professional Campus. Ohio Center for Broadcasting is located in the 2nd building on the left, 2nd floor.

Ohio Center for Broadcasting-Columbus Campus
5330 E. Main Street-Suite 200
Columbus, OH 43213
(614) 655-5250

Certification

I certify that the information contained in this school catalog is true and correct in content and policy:

Scott H Shelton, Campus Director

January 15, 2015

Date



Accrediting Commission of Career Schools and Colleges

OHIO CENTER FOR BROADCASTING

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Columbus, OH 43213

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www.beonair.com



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