

JULY 2023



2023 SCHOOL CATALOG

GENERAL INFORMATION GUIDE

*'WHERE BROADCAST MEDIA
TRAINING BEGINS'*



OHIO MEDIA SCHOOL
CLEVELAND CAMPUS
9885 ROCKSIDE ROAD #160
VALLEY VIEW, OH 44125
(216) 503-5900

SCHOOL REGISTRATION NO. 1078

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OHIO MEDIA SCHOOL – MAIN CAMPUS

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

COLORADO MEDIA SCHOOL-Branch Campus
Upham St., Lakewood, Colorado 80226

OHIO MEDIA SCHOOL – COLUMBUS CAMPUS-Branch Campus
5330 E. Main St., Suite 200, Columbus, OH 43213

(303) 937-7070

(614) 245-0555

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 9885 Rockside Road, Valley View, 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.

The Ohio Media School opened a branch campus in Lakewood, Colorado in 2001 and a branch campus in Columbus, Ohio in 2008. The Colorado Media School is located at 404 South Upham St., Lakewood, CO. The Ohio Media School-Columbus Campus is located at 5330 E. Main Street, Columbus, OH.

Mission Statement

The mission of the Ohio Media School 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 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 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 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 Media School 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 Media School 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 86-12-1078T

The School is approved for the training of Veterans

Memberships

Ohio Association of Broadcasters
National Association of Broadcasters
Society of Broadcast Engineers
Broadcast Education Association (BEA)
Media Communications Association-International

Facility/Equipment/Learning Resource System

The Ohio Media School facility is located in a Cleveland suburb, and accessible to all major highways. The School has two fully equipped Television Studios with Control rooms, and eight fully outfitted video editing stations. The School also maintains 12 fully equipped radio studios, and two on-air internet radio stations. The School features five classrooms, three of which can be combined into a single room for special events, including guest speakers, job fairs, and graduations. Classrooms are also equipped to monitor activities in the TV and Radio Studios for use as teaching aids. The School's Learning Resource System consists of a Learning Resource Center which is equipped with 12 computers with a dedicated printer and a copy of the Resource Guide. Each computer has high-speed internet access and the LIRN (Library and Information Resource Network) for students to complete any class-related research or online assignments.

In addition to the above, the School houses administrative offices for admissions, school director, education director, financial aid, and placement. It also includes a modern student lounge with tables and chairs and vending machines. Restrooms are located in close proximity to the classrooms and studio areas, and the facility is handicapped accessible (student entrance, classrooms, studios, restrooms, and handicapped parking spaces).

Institutional Scholarships/Institutional Grants

The Ohio Media School offers a College Completion grant to any student who has completed a Bachelor's or Master's degree. Students are awarded \$3000 for the entirety of the program, \$1500 at the end of each semester, as long as the student has met Satisfactory Academic Progress for the term. Student must submit either a college transcript or a copy of their diploma as proof of degree. The Ohio Media School also offers a Need Based Grant when funds are available to students who meet the following criteria. The student must be an independent student and not eligible for the PELL grant or a dependent student whose parents have been denied the Plus Loan. A dependent student whose parents refuse to apply for the Plus Loan or students who do not qualify for the College Completion Grant. All student must have a completed financial aid file and have submitted the application for the Need Based Grant. Total award amounts vary based on gap balances.

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
3. Copy of GED

4. GED transcript showing passing scores and date attained
5. For Veteran Students a DD-214 from the military
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 or correspondence from the High School, School District or a Digital Credential Service (i.e. Parchment) confirming graduation.*

Applicant should have a basic understanding of computers and the ability and willingness to learn all necessary programs required for success.

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. Non-enrolled students observing classes do not earn attendance, grades or academic credits. Students who are registered for classes must have all enrollment provisions resolved by the end of the second week of classes in order to be considered for acceptance. Any student not enrolled by the end of week two 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 residential class is 36 and 40 online.

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, student safety and well-being, 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, 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.

Emergency Preparedness Information

In case of an emergency, the School has prepared an emergency preparedness plan to ensure the safety of its students. All staff have reviewed and been trained on the emergency preparedness plan which can be found in the student services resource guide on the campus.

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.

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 assistance funds are required to complete all or the majority of these courses on-campus.

Students must pass an Online Course Readiness Assessment 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 Media School maintains a full-time 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 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 Career Services 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.

Internships

The Ohio 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

OMS 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 OMS studios will be charged a studio fee of \$35.00 per hour. OMS 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 OMS 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

Janice Hannah-Hardy-Campus Director jhardy@beonair.com
Theodore Morris-Senior Admissions Representative tmorris@beonair.com
Duane Landrum-Senior Admissions Representative dlandrum@beonair.com
Stephen Poncar-Corporate Director of Financial Aid sponcar@beonair.com
Sharron Shaw-Assistant Financial Aid Representative sshaw@beonair.com
Marie Bondea-Education Coordinator mbondea@beonair.com
Houda Crable-Career Services Advisor hcrable@beonair.com

Instructional Staff (partial list)

SEE ATTACHED SUPPLEMENT

Advisory Board

- Bill Black-Radio One
- Tom Herschel-Sr. VP, Market Manager-CBS Radio Cleveland
- John Stealey-Owner-Digital Alchemy
- Colleen Seitz-News Net 5 WEWS
- Cierra Larson-Zone Entertainment
- Logan Rice-Rubber City Radio Group
- Danno Wolkoff-President/CEO-Envision

- Sue Wilson Cordle-Rubber City Radio Group
- Jen Toohey-Morning Show Host-The New 102, WDOK
- Tim Richards-Morning Show Host-The New 102, WDOK
- Anna Avelar-WKYC
- Brad Sussman-Media & Broadcast Services
- Leah Haslage-TV20
- John Butte-Director-TeleProductions
- Dave Popovich-VP Programming-CBS Radio
- Dave Shaw-Director of Media Services-Cleveland Museum of Art
- Betsy Pugliese-Marketing Consultant-ESPN, WKNR
- Rick Wolcott-Director of Communications-The United Methodist Church
- Ted Alexander-Consulting Engineer-WKNR
- Faith Nezovich-Manager Traffic Operations-Total Traffic Network
- Jerry Peasecki-Mayor-Village of Valley View

Program Summary and Objectives

The Radio & TV Broadcasting program prepares an individual to gain entry-level employment in the broadcast media 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.

Definition of a Semester Credit Hour

A credit hour is defined as an amount of work represented in intended learning outcomes and verified by evidence of student achievement for academic activities as established by the institution comprised of the following units: didactic learning environment; supervised laboratory setting of instruction; externship; and/or out of class work/preparation. A unit consisting of a minimum of fifteen hours of instruction appropriate to the level of credential sought, during a semester, plus a reasonable period of time outside of instruction which the institution requires a student to devote to preparation for learning experiences, such as preparation for instruction, study of course material, or completion of educational projects. **The Semester Credit and Quarter Credit Hours shown in this Catalog were determined using the method required by the school's accreditor, ACCSC.**

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 OMS Transcript Request Form. You may pick-up a form at the school or by calling 216-503-5900 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.

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 25% of 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. VA students with related training experience are required to provide documentation of prior training during the enrollment process and must be submitted 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 programs are 28-30 credit hour programs 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	(28) Semester Credit Hrs	(30) Quarter Credit Hrs	Pace
1 st	9 out of 14	10 out of 15	67%
2 nd	19 out of 28	20 out of 30	67%

Maximum Timeframe for Graduation

In order to graduate on-time, students must successfully complete the following: 28 semester credit hours program, 28 credit hours in 32 weeks; 30 quarter credit hours program, 30 credits in 24 weeks. Course withdrawals, incompletions, and/or failures could lead to a change in the student's expected graduation date. Students will be notified of any change in their graduation date during their exit review with the education department. 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 or 150% of the enrollment period.

-Courses that a student withdraws from are considered in credits attempted toward the maximum time frame

-Students cannot receive VA benefits for the additional term.

Periods when a student does not receive Title IV aid are counted toward maximum time frame.

Change of Major or Program: If a student changes his/her program, the school does not count for SAP purposes, classes taken in the first program that do not apply to the second or subsequent program. If a student pursues a second his/her major or program, the school does not count for SAP purposes, classes taken in the first program that do not apply to the second or subsequent program.

Noncredit remedial courses are not applicable for the Ohio Media School.

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. Any grade with an Incomplete will become an F if it is not completed by the conclusion of the one additional term allowed. 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 term. A warning, probation, or termination may be issued under the below circumstances. This policy applies to all students whether or not they participate in the Title IV financial aid program. Students receiving Veterans Administration Benefits should refer to the special provisions contained in the Special Provisions for Students Receiving VA Benefits, later in this catalog. 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.

Students are notified and warned in writing that continued unsatisfactory academic progress, failure to meet attendance requirements, or failure to adhere to the school's conduct policies will result in probation or termination.

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: If a student has not met the minimum academic requirements of T2, the student will be notified of their qualitative and quantitative standards needed to achieve by the end of T3 in order to complete the program within 150% time-frame limit.

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 basis for an appeal may include: onset of a medical condition to self or family member, death of a family member, act of nature, change in housing or transportation availability, change in work schedule or other special circumstances. Supporting

documentation is required as appropriate. 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. 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.
- VA students will spend an additional 4.5 to 6 scheduled hours per week on campus in order to complete the on-line portion of the program.
- Students receiving Veterans Administration Educational Benefits must maintain attendance of at least 80% of scheduled class sessions. Subject to the provisions of the *Special Provisions for Students Receiving VA Benefits* in this catalog, students falling below this attendance threshold must be withdrawn from the program and reported as terminated to the Veterans Administration.

Official Withdrawal Policy

A student is considered to be “Officially” withdrawn on the date the student notifies the Financial Aid Director or School Director in writing of their intent to withdraw. The date of the determination for return and refund purposes will be the earliest of the following for official withdrawals:

1. Date student provided official notification of intent to withdraw, in writing.
- or
2. The date the student began the withdrawal from the School's records.

A student will be permitted to rescind his notification in writing and continue the program, if so chosen. However, if the student subsequently drops, the student's withdrawal date is the original date of notification of intent to withdraw.

Upon receipt of the withdrawal information the school will complete the following:

Determine the student's last date of attendance as of the last recorded date of academic attendance on the school's attendance record, and

Perform two calculations:

The students ledger card and attendance record are reviewed to determine the calculation of Return of Title IV, HEA funds the student has earned, and if any, the amount of Title IV, HEA funds for which the school is responsible. Returns made to the Federal Funds Account are calculated using the Department's Return of Title IV, HEA Funds Worksheets, scheduled attendance and are based upon the payment period.

Calculate the school's refund requirement (see school refund calculation).

1. The student's grade record will be updated to reflect his/her final grade.
2. The School will return the amount for any unearned portion of the Title IV, HEA funds for which the school is responsible within 45 days of the date the official notice was provided.

Unofficial Withdrawal

Any student that does not provide official notification of his or her intent to withdraw and is absent for more than 30 consecutive calendar days, fails to maintain satisfactory academic progress, fails to comply with the school's conduct policy, does not meet financial obligations to the school, or violates conditions mentioned in the school's Enrollment agreement, will be subject to termination and considered to have unofficially withdrawn.

Within two weeks of the student's last date of academic attendance, the following procedures will take place.

1. Determine and record the student's last date of attendance as the last recorded date of academic attendance on the attendance record.
2. The School calculates the amount of Federal funds the student has earned, and, if any, the amount of Federal funds for which the school is responsible.
3. Calculate the school's refund requirement (see school refund calculation).
4. The School's Controller will return to the Federal fund programs any unearned portion of Title IV funds for which the school is responsible within 45 days of the date the withdrawal determination was made, and record on student's ledger card.
5. If applicable, the School will provide the student with a refund letter explaining Title IV requirements:
6. A copy of the completed worksheet, check, letter, and final ledger card will be kept in the student's file.

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 or other students.
- 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.
- r. Academic dishonesty (i.e., cheating, plagiarism, etc.)

Procedures for Dismissal and Appeal for Conduct and Behavior

- 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. Student will remain suspended while conduct and behavior incident is being reviewed. Based on the gravity of the violation and its impact on students, staff, and/or faculty, a suspension could lead to immediate termination/expulsion.
- e. The suspended student must request to be reinstated within 72 hours of date of suspension, or the suspension will become a termination.
- f. Termination date will be the date of suspension.
- g. In cases of reinstatement, the student is required to schedule makeup work for time missed during the suspension.

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.

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 & Colleges 2101 Wilson Boulevard, Suite 302
Arlington, VA 22201
(703) 247-4212

www.accsc.org | complaints@accsc.org

A copy of the ACCSC Complaint Form is available at the school and may be obtained by contacting complaints@accsc.org or at <https://www.accsc.org/StudentCorner/Complaints.aspx>

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.

Funds will be returned in the following order:

1. Unsubsidized Federal Stafford Loans
2. Subsidized Federal Stafford Loans
3. Federal/Direct Plus Loans
4. Federal Pell Grants
5. FSEOG

If a student receives less Title IV funds than the amount earned, the school will offer the student a disbursement of the earned aid that was not received at the time of his/her withdrawal which is a post withdrawal disbursement. Post withdrawal disbursements will be made from Pell grant funds first if eligible. If there are current educational costs still due the school at the time of withdrawal, a Pell grant post withdrawal disbursement will be credited to the student's account. Any Pell grant funds in excess of current educational costs will be offered to the student. Any federal loan program funds due in a post withdrawal disbursement must be offered to the student and the school must receive the student's permission before crediting their account.

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 and Television 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. For Veteran Students a DD-214 from the military
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 or correspondence from the High School, School District or a Digital Credential Service (i.e. Parchment) confirming graduation.*

Applicant should have a basic understanding of computers and the ability and willingness to learn all necessary programs required for success.

Program Summary and Objectives

The Radio and TV Broadcasting program trains an individual in the skills necessary to secure employment in the broadcast media industry. 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. All 100 level courses are taught during the first 16 weeks of the program followed by the 200 level courses being taught during the second 16 weeks of the program. Within the 32 weeks of the program all course objectives will be met though the sequence of objectives may vary. All new students will begin classes with their specific cohort for the first four weeks and will experience courses with students from varying cohorts for the remainder of the program.

Program Length: 32 Weeks

Course Title	Semester Credit Hour	Instructional Hours	Outside Work	Total Clock Hours
RTB100: Introduction to Broadcasting (online course)	1	30	7.5	37.5
RTB101: Board Operation & Editing	2	48	12	60
RTB102: Career Readiness (online course)	2	48	12	60
RTB103: Radio Production	3	70	17.5	87.5
RTB104: TV & Video Production	3	70	17.5	87.5
RTB106: Entertainment & Media Production	1.5	36	9	45
RTB199: Internship 1	1.5	80	0	80

RTB200: Digital Media Marketing & Ratings	2.5	60	15	75
RTB202: TV News Reporting & Production	3	74	18.5	92.5
RTB203: Radio News & Talk	2.5	60	15	75
RTB205: Audition Materials	2.5	60	15	75
RTB290: Future of Media Broadcasting (online course)	2	48	12	60
RTB299: Internship 2	1.5	80	0	80
Totals	28	764	151	915

* 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.

Cost of Program

Registration fee:	\$ 125.00
Technology fee:	\$ 30.00
Tuition: 1 st Term:	\$ 9,360.00
2 nd Term	\$ 9,360.00
Total:	\$ 18,875.00

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. All course materials needed for the Program are provided by the School and are included within the tuition costs. The learning management system contains all syllabi, handouts, and reference materials needed for the course including access to LIRN (Library and Information Resource Network).

School Calendar –

Day and Night Classes (SEE ATTACHED SUPPLEMENT)

Day students attend class from 10:00 am to 2:30 pm, three (3) days per week. Night students attend from 6:00 to 10:30 pm, three (3) days per week. International students and students receiving Veterans Administration educational assistance funds will spend an additional 4.5 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
Memorial Day, last Monday in May
Independence Day, July 4

Labor Day, first Monday in September
Thanksgiving Thursday and Friday, November
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: Board Operation & Editing

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 Readiness

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 Production

In this course, students learn production methods and techniques within audio applications, learning the elements of writing effective radio commercial copy, producing that copy, and applying those productions. Students are instructed in producing different types of radio commercials, using music and sound effects to enhance commercials and employing digital editing techniques.

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.

RTB106: 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 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 talk program, including researching content, preparing a top of the hour package, producing highlights, managing topic of the day conversation, and keeping listeners interested.

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: Digital Media 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.

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 News & Talk

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).

RTB205: Audition Materials

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.

RTB290: Future of Media 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.

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.

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, 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.

Within the 24 weeks of the program all course objectives will be met though the sequence of objectives may vary. All students will experience courses with students from varying cohorts during the program.

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

Program Length: 24 Weeks				
Course Title	Quarter Credit Hour	Instructional Hours	Outside Work Hours	Total Clock Hours
MSM400: Role of the Media Marketing Professional	3	48	12	60
MSM401: Commercial Writing and Production	3	48	12	60
MSM402: Sales Presentations and Client Relations	3	48	12	60
MSM403: Branding and Imaging in Social Media	3	48	12	60
MSM404: Sales Analytics and Results Management	3	48	12	60
MSM405: Social Media and Digital Sales Tools	3	48	12	60
MSM406: Mobile Device Advertising	3	48	12	60
RTB490: The Future of Broadcasting	3	48	12	60
RTB491: Business Communications	3	48	12	60
RTB499: Sales and Management Final Project	3	60	0	60
Totals	30	492	108	600

* 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.

Cost of Program

Registration fee:	\$ 125.00
Technology fee:	\$ 30.00
Tuition: 1 st Term:	\$ 6,110.00
2 nd Term:	\$ 6,110.00
Total:	\$ 12,375.00

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. All course materials needed for the Program are provided by the School and are included within the tuition costs. The learning management system contains all syllabi, handouts, and reference materials needed for the course including access to LIRN (Library and Information Resource Network).

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.

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, 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.

Within the 24 weeks of the program all course objectives will be met though the sequence of objectives may vary. All students will experience courses with students from varying cohorts during the program.

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

Program Length: 24 Weeks

Course Title	Quarter Credit Hour	Instructional Hours	Outside Work	Total Clock Hours
SPE400: Sports Writing and Journalism	3	48	12	60
SPE401: Sports Talk Theory	3	48	12	60
SPE402: Sports Radio Production	3	48	12	60
SPE403: Remote Coverage and Play-by-Play	3	48	12	60
SPE404: Live Remote Production	3	48	12	60
SPE405: Sports Video Production	3	48	12	60
SPE406: Live Video Production	3	48	12	60
RTB490: The Future of Broadcasting	3	48	12	60
RTB491: Business Communications	3	48	12	60
RTB499: Sports Broadcasting Final Project	3	60	0	60
Totals	30	492	108	600

* 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.

Cost of Program

Registration fee:	\$ 125.00
Technology fee:	\$ 30.00
Tuition: 1 st Term:	\$ 6,110.00
2 nd Term:	\$ 6,110.00
Total:	\$ 12,375.00

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. All course materials needed for the Program are provided by the School and are included within the tuition costs. The learning management system contains all syllabi, handouts, and reference materials needed for the course including access to LIRN (Library and Information Resource Network).

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.

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, 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 or correspondence from the High School, School District or a Digital Credential Service (i.e. Parchment) confirming graduation.

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.

Within the 24 weeks of the program all course objectives will be met though the sequence of objectives may vary. All students will experience courses with students from varying cohorts during the program.

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

Program Length: 24 Weeks

Course Title	Quarter Credit Hour	Instructional Hours	Outside Work	Total Clock Hours
FVP400: History of Film and Television	3	48	12	60
FVP401: Fundamentals of Motion Pictures	3	48	12	60
FVP402: Pre-Production, Screenwriting, Storyboarding	3	48	12	60
FVP403: Cameras and Lighting	3	48	12	60
FVP404: Scene Shooting and Set Roles	3	48	12	60
FVP405: Video Editing and Post Production	3	48	12	60
FVP406: Advanced Post Production and FX	3	48	12	60
RTB490: The Future of Broadcasting	3	48	12	60
RTB491: Business Communications	3	48	12	60
RTB499: Film and Video Final Project	3	60	0	60
Totals	30	492	108	600

* 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.

Cost of Program

Registration fee:	\$ 125.00
Technology fee:	\$ 30.00
Tuition: 1 st Term:	\$ 6,110.00
2 nd Term:	\$ 6,110.00
Total:	\$ 12,375.00

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. All course materials needed for the Program are provided by the School and are included within the tuition costs. The learning management system contains all syllabi, handouts, and reference materials needed for the course including access to LIRN (Library and Information Resource Network).

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.

FVP406: 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.

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, 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 or correspondence from the High School, School District or a Digital Credential Service (i.e. Parchment) confirming graduation.

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.

Within the 24 weeks of the program all course objectives will be met though the sequence of objectives may vary. All students will experience courses with students from varying cohorts during the program.

A diploma in Audio Production is awarded to the student upon graduation.

Program Length: 24 Weeks

Course Title	Quarter Credit Hour	Instructional Hours	Outside Work	Total Clock Hours
APE100: Introduction to Acoustics and Electronics	3	48	12	60
APE101: Intro to Audio Components and Equipment	3	48	12	60
APE102: Analog and Digital Consoles	3	48	12	60
APE103: Studio Recording 1: ProTools Environment	3	48	12	60
APE104: Studio Recording 2: Tracking	3	48	12	60
APE105: Studio Recording 3: Mixing & Mastering	3	48	12	60
APE204: Business 1: Fundamentals of Music Business	3	48	12	60
RTB490: The Future of Broadcasting (On-line course)	3	48	12	60
RTB491: Business Communications (On-line course)	3	48	12	60
RTB499: Audio Engineering Final Project	3	60	0	60
Totals	30	492	108	600

* 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.

Cost of Program

Registration fee:	\$ 125.00
Technology fee:	\$ 30.00
Tuition: 1 st Term:	\$ 6,110.00
2 nd Term:	\$ 6,110.00
Total:	\$ 12,375.00

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. All course materials needed for the Program are provided by the School and are included within the tuition costs. The learning management system contains all syllabi, handouts, and reference materials needed for the course including access to LIRN (Library and Information Resource Network).

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.

Digital Media Production

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. For Veteran Students a DD-214 from the military

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 or correspondence from the High School, School District or a Digital Credential Service (i.e. Parchment) confirming graduation.*

Applicant should have a basic understanding of computers and the ability and willingness to learn all necessary programs required for success.

Program Summary and Objectives

The Digital Media Production program prepares an individual to gain entry level employment in the media industry. Students learn the art, craft, and technology of audio production, digital video production, web development and social media. The program offers hands-on production experience coupled with a strong theoretical foundation. Students are taught to complete multifaceted projects beginning with conceptualization to the delivery of content across a host of media, from traditional broadcasting to web based. Focus is placed upon the development of digital media in areas of content development, production and marketing. All 100 level courses are taught during the first 16 weeks of the program followed by the 200 level courses being taught during the second 16 weeks of the program. Within the 32 weeks of the program all course objectives will be met though the sequence of objectives may vary. All new students will begin classes with their specific cohort for the first four weeks and will experience courses with students from varying cohorts for the remainder of the program.

A diploma in Digital Media Production is awarded to the student upon graduation.

Program Length: 32 Weeks

Course Title	Semester Credit Hour	Instructional Hours	Outside Work	Total Clock Hours
RTB100: Introduction to Broadcasting (online course)	1	30	7.5	37.5
RTB101: Board Operation & Editing	2	48	12	60
RTB102: Career Readiness (online course)				
RTB103 Radio Production	2	48	12	60
RTB104: TV & Video Production	3	70	17.5	87.5
RTB106: Entertainment Media Production	3	70	17.5	87.5
RTB199: Internship 1	1.5	36	9	45
DMP202: Social Media & Digital Sales Tools	1.5	80	0	80
DMP203: Digital Web Production	2.5	60	15	75
DMP204: Commercial Writing & Production	3	74	18.5	92.5
DMP205: Branding & Imaging in Social Media	2.5	60	15	75
DMP290: Future of Media (online course)	2	48	12	60
RTB299: Internship 2	1.5	80	0	80
Totals	28	764	151	915

* 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.

Cost of Program

Registration fee:	\$ 125.00
Technology fee:	\$ 30.00
Tuition: 1 st Term:	\$ 9,360.00
2 nd Term	\$ 9,360.00
Total:	\$ 18,875.00

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. All course materials needed for the Program are provided by the School and are included within the tuition costs. The learning management system contains all syllabi, handouts, and reference materials needed for the course including access to LIRN (Library and Information Resource Network).

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: Board Operation & Editing

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 Readiness

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 Production

In this course, students learn production methods and techniques within audio applications, learning the elements of writing effective radio commercial copy, producing that copy, and applying those productions. Students are instructed in producing different types of radio commercials, using music and sound effects to enhance commercials and employing digital editing techniques.

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.

RTB106: 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 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 talk program, including researching content, preparing a top of the hour package, producing highlights, managing topic of the day conversation, and keeping listeners interested.

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.

DMP202: Social Media & 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.

DMP203: Digital Web Production

The media industry requires students to be proficient within many different 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 commercial copy, producing that copy, and applying those productions within Web delivery. Students are instructed in producing different types of commercials, using music and sound effects to enhance commercials and employing digital editing techniques.

DMP204: Commercial Writing & 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 a marketing campaign.

DMP205: Branding & Imaging in Social Media

Writing within social media is an art form unto itself, and one that all digital media 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.

DMP290: Future of Media

This course takes an advanced look at the roles, expectations, and development of the 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 media environment. Students learn to strategically direct their own careers within this evolving industry within the course.

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.

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:

Evaluation Points:

Attendance for students will be taken daily and evaluated every two (2) weeks by the Education Office.

Qualitative and quantitative standards for students will be evaluated every 30 days and at the end of each term by the Education Office.

Attendance Standards:

The first time a student has a percentage of attendance below 80% of the scheduled hours within an evaluation point they will be placed on VA Academic Warning for violation of the attendance policy.

A student on VA Academic Warning who has a percentage of attendance below 80% of the scheduled hours within an evaluation point will be placed on VA Academic Probation for violation of the attendance policy.

A student on VA Academic Probation who has a percentage of attendance below 80% of the scheduled hours within an evaluation point must be withdrawn from the program and reported to the VA as terminated.

Standards of Academic Progress:

A student receiving Veterans Administration Educational Benefits must maintain a minimum grade point average of 2.0 for monthly grades earned.

A VA student whose monthly GPA falls below a 2.0 at the end of any calendar month will be placed on VA Academic Warning.

A student on VA Academic Warning who earns below a 2.0 GPA for a calendar month of enrollment will be placed on VA Academic Probation.

A student on VA Academic Probation who still does not meet a 2.0 GPA for that calendar months

must be withdrawn from the program and reported to the VA as terminated.

VA Academic Warning: If at any evaluation point a student fails to meet the attendance, qualitative or quantitative standards in this section they will be placed on written VA Academic Warning and notified by the Education Office of the steps needed to be removed from this status before the next evaluation point.

VA Academic Probation: If at any evaluation point a student who is on VA Academic Warning fails to meet the attendance, qualitative or quantitative standards in this section at an evaluation point will be placed on written VA Academic Probation and notified by the Education Office, in an Academic Plan, of the steps needed to be removed from this status before the next evaluation point.

VA Academic Probation Appeal: A student may appeal their VA Academic Probation by submitting a letter of explanation to the Education Office along with any needed supporting documentation within 2 calendar days of their VA Academic Probation notification. This appeal will be reviewed by the Education Office and in special circumstances a VA Academic Probation may be lowered to VA Academic Warning. Appeals for attendance standards will be limited to 5 per program. Appeals for qualitative and/or quantitative standards will be limited to 2 per program.

Termination and Withdrawal: If at any evaluation point a student who is on VA Academic Probation for failure to meet the attendance, qualitative or quantitative standards in this section fails to complete their Academic Plan by the next evaluation point they must be withdrawn from the program for violation of the attendance and/or academic standard policy and reported to the VA as terminated.

Re-Enrollment: In the event a student who has been dropped from the program wishes to re-enroll, all policies and procedures concerning admission to the program set forth in this catalog apply with the following additional provisions:

- (a) The student will receive transfer credits for credit hours successfully completed during their initial enrollment in the program
- (b) Students will be charged tuition only for credits remaining to be completed upon re-enrollment.

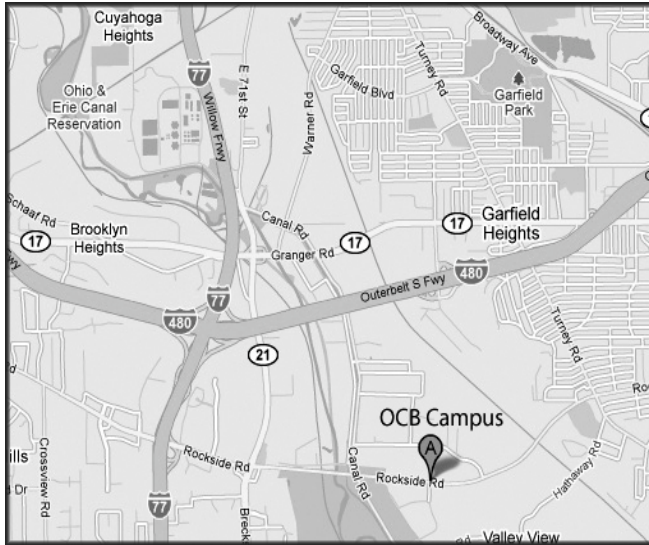
Veterans Benefits and Transition Act of 2018- Section 103

Ohio Media School abides with Section 103 of the Veterans Benefits and Transition Act of 2018. Ohio Media School permits any covered individual* to attend or participate in the course of education during the period beginning on the date on which the individual provides our institution a certificate of eligibility for entitlement to educational assistance under chapter 31 or 33 and ending on the earlier of the following Dates:

1. The date on which payment from the VA is made to the institution
2. 90 days after the date the institution certified tuition and fees following the receipt of the certificate of eligibility

Furthermore, Ohio Media School does not impose any penalty, including the assessment of late fees, the denial of access to classes, or other institutional facilities, or the requirement that a covered individual borrow additional funds, on any covered individual because of the individual's inability to meet his or her financial obligations to the institution due to the delayed disbursement of funding from the Department of Veterans Affairs under chapter 31 or 33.

Location and Directions



Directions

The Ohio Media School is located in the High Pointe Corporate Park, 9885 Rockside Road, Suite 160, in Valley View, Ohio. From the Rockside Road Exit (off I-77), follow Rockside Road to the East. Proceed East down Rockside Road for 1.8 miles and as you come up the hill, the sign for High Pointe is at the traffic light at the top of the hill. Turn left into the complex, then immediately Right into the first parking lot. The School is located at the far end of the parking lot, Suite 160.

High Pointe Corporate Park
9885 Rockside Rd., Suite 160
Valley View, OH 44125
(216) 503-5900

Certification

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

Janice Hannah-Hardy-Campus Director

Date



JULY 2023

ACCREDITED BY:

ACCSC

Accrediting Commission of Career Schools and Colleges



OHIO MEDIA SCHOOL
CLEVELAND CAMPUS
9885 ROCKSIDE ROAD #160
VALLEY VIEW, OH 44125
(216) 503-5900

SCHOOL REGISTRATION NO. 1078

*'WHERE BROADCAST
MEDIA TRAINING BEGINS'*

CATALOG ADDENDUM-Page 18 School Calendar

Ohio Media School, Cleveland Campus
9885 Rockside Road Suite 160, Valley View, OH 44125

Radio & TV Broadcasting Class Schedule

January 12, 2021

1/12/2021	4/30/2021
5/3/2021	8/20/2021

February 9, 2021

2/9/2021	5/28/2021
6/1/2021	9/17/2021

March 9, 2021

3/9/2021	6/25/2021
6/29/2021	10/15/2021

April 6, 2021

4/6/2021	7/23/2021
7/27/2021	11/12/2021

May 4, 2021

5/4/2021	8/20/2021
8/24/2021	12/10/2021

June 1, 2021

6/1/2021	9/17/2021
9/21/2021	1/7/2022

June 29, 2021

6/29/2021	10/15/2021
10/19/2021	2/4/2022

July 27, 2021

7/27/2021	11/12/2021
11/16/2021	3/4/2022

August 24, 2021

8/24/2021	12/10/2021
12/14/2021	4/1/2022

September 21, 2021

9/21/2021	1/7/2022
1/11/2022	4/29/2022

October 19, 2021

10/19/2021	2/4/2022
2/8/2022	5/27/2022

November 11/16/ 2021

11/16/2021	3/4/2022
3/8/2022	6/24/2022

December 12/14/2021

School Holidays observed:

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

Emphasis Class Schedule

January 18, 2021

1/18/2021	4/9/2021
4/12/2021	7/2/2021

February 15, 2021

2/15/2021	5/7/2021
5/10/2021	7/30/2021

March 15, 2021

3/15/2021	6/4/2021
6/7/2021	8/27/2021

April 12, 2021

4/12/2021	7/2/2021
7/5/2021	9/24/2021

May 10, 2021

5/10/2021	7/30/2021
8/2/2021	10/22/2021

June 7, 2021

6/7/2021	8/27/2021
8/30/2021	11/19/2021

July 5, 2021

7/5/2021	9/24/2021
9/27/2021	12/17/2021

August 2, 2021

8/2/2021	10/22/2021
10/25/2021	1/14/2022

August 30, 2021

8/30/2021	11/19/2021
11/22/2021	2/11/2022

September 27, 2021

9/27/2021	12/17/2021
12/20/2021	3/11/2022

October 25, 2021

10/25/2021	1/14/2022
1/17/2022	4/8/2022

November 22, 2021

11/22/2021	2/11/2022
2/14/2022	5/6/2022

December 20, 2021

12/20/2021	3/11/2022
3/14/2022	6/3/2022

Effective January 2021

CATALOG ADDENDUM-Page 8 Teaching Faculty/Guest Speakers

Ohio Media School, Cleveland Campus
9885 Rockside Road, Suite 160, Valley View, OH 44125

Instructor Name	Work Experience-Course Taught-Education	Instructor From	To	Program Name
<i>Albee, John</i>	<i>Audio/Video Instructor/OMS Graduate/Producer, Board Operator with specialty in editing, Audio Mastering and Camera operations, professional podcaster</i>	<i>Sep-15</i>	<i>Current</i>	<i>RTB</i>
<i>Alford, Anthony</i>	<i>Audio Instructor/OMS graduate/Bachelor's degree/on-air talent/producer for iHeart</i>	<i>May-19</i>	<i>Current</i>	<i>RTB</i>
<i>Bailey, Robert</i>	<i>Audio Instructor/OMS Graduate/On-air talent, studio programmer, host & producer for AM 1330</i>	<i>Apr-13</i>	<i>Current</i>	<i>RTB</i>
<i>Beeble, Chris</i>	<i>Audio Instructor/OMS graduate/On-air talent at WTAM 1100/producer/board-op</i>	<i>Sept-19</i>	<i>Current</i>	<i>Sports Emphasis</i>
<i>Brand, Denzel</i>	<i>Sales Instructor/Bachelor's degree-Applied Communications/Media-Marketing specialist, on-air personality branding, develop national campaigns</i>	<i>Sep-17</i>	<i>Current</i>	<i>Sales& Marketing Emphasis</i>
<i>Booker, Cynthia</i>	<i>Video Instructor/Masters of Education/Digital Video Production</i>	<i>Jan-19</i>	<i>Current</i>	<i>RTB</i>
<i>Booth, Josh</i>	<i>Audio Instructor/Bachelor's Degree/Operations manager at Salem/Music Program Director at Salem</i>	<i>May-19</i>	<i>Current</i>	<i>RTB</i>
<i>Cummings, Phillip</i>	<i>Audio Instructor/Associates Degree/owner of production company, singer/songwriter/producer/publisher/freelance engineer</i>	<i>Oct-19</i>	<i>Current</i>	<i>Audio Emphasis</i>
<i>Davis, Stephon</i>	<i>TV/Video Instructor/Bachelor's degree Communications/OMS graduate/Director of Media, editor, videographer, technician</i>	<i>Aug-18</i>	<i>Current</i>	<i>RTB</i>
<i>Duesenberry, John</i>	<i>Visual Design Instructor/Bowling Green/Projected management for visual arts managing blogging, video/film production</i>	<i>Jan-17</i>	<i>Current</i>	<i>RTB</i>
<i>Dunn Jr, Rickey</i>	<i>Sports Broadcasting Instructor/OMS Graduate/Program Director, audio producer, editor</i>	<i>Aug-16</i>	<i>Current</i>	<i>RTB</i>
<i>Easter, Ryan</i>	<i>Audio Instructor/Associate degree/Audio programmer, recorder, musicians and record label coordinator</i>	<i>Dec-18</i>	<i>Current</i>	<i>Audio Emphasis</i>
<i>Frazier, Ernest</i>	<i>Audio Instructor/IT Certification/Ohio Center for Broadcasting Graduate Independent Music Video Producer, Camera Operation</i>	<i>Aug-19</i>	<i>Current</i>	<i>RTB</i>

<i>Ford, Jeffrey</i>	<i>Video Instructor/Bachelor's degree Computer Science/Religion/Video production, scripting, storyboarding and casting. Lighting, film, editing & post-production</i>	<i>Jun-18</i>	<i>Current</i>	<i>RTB</i>
<i>Jahn, Amanda</i>	<i>Video Instructor/ Bachelor of Arts Kent State Host on air talent for Sports Time Ohio, Reporter Fox Sports, Scripting</i>	<i>July-19</i>	<i>Current</i>	<i>RTB</i>
<i>Lockhart, Samuel</i>	<i>Instructional Manager/Radio Instructor/Doctorate degree/On-air personality WNZN, board operator and producer</i>	<i>Jun-18</i>	<i>Current</i>	<i>RTB</i>
<i>Morales, Amanda</i>	<i>Audio Instructor/OMS graduate/On-Air Talent Intercom</i>	<i>Oct-16</i>	<i>Current</i>	<i>RTB</i>
<i>Neeson, Thomas</i>	<i>OMS Graduate/On-air talent, producer, program director/Podcaster</i>	<i>Nov-17</i>	<i>Current</i>	<i>RTB</i>
<i>Officer, Dale</i>	<i>Radio Instructor/OMS Graduate/Salem Communications production director, on-air talent, board operator</i>	<i>Feb-17</i>	<i>Current</i>	<i>RTB</i>
<i>Pennyman, Scott</i>	<i>Video Instructor/Bachelor Communications Cleveland State University Sports Producer / MMJ WOIO 19 Video Editor / Videographer WKYC Camera Operation, Scripting</i>	<i>May-19</i>	<i>Current</i>	<i>RTB</i>
<i>Rivera, Gilberto</i>	<i>Video Instructor/Associates Degree/Videographer</i>	<i>Nov-19</i>	<i>Current</i>	<i>RTB</i>
<i>Roberts, Rafeeq</i>	<i>Instructional Manager/Video Instructor/Bachelor's degree Film/Film-Video production specialist & editor, videographer</i>	<i>Oct-16</i>	<i>Current</i>	<i>RTB/Film Emphasis</i>
<i>Ruiter, Darryl</i>	<i>Sports Radio/Writer Instructor/OMS Graduate/On-Air personality 92.3 the Fan/Cleveland Browns Reporter/</i>		<i>Current</i>	<i>Sports Emphasis</i>
<i>Shildwachter, Zach</i>	<i>Video Instructor/Bachelors in Communication/Director/Writer/Producer</i>	<i>April-19</i>	<i>Current</i>	<i>Film Emphasis</i>
<i>Stewart, Rewa</i>	<i>Career Services Instructor/Bachelor's Degree in Communication/Human Resources Manager</i>	<i>April-19</i>	<i>Current</i>	<i>RTB</i>
<i>Jataya Wiley</i>	<i>Sales and Marketing Instructor/Master's Degree/</i>		<i>Current</i>	<i>RTB</i>
<i>Johnson, Stefan</i>	<i>National Voice Over Artist/Announcer/OMS Graduate</i>			<i>Guest Speaker</i>
<i>Live, JaTango</i>	<i>On Air Hosts/Camera Operator/Social Media</i>			<i>Guest Speaker</i>
<i>Robinson, Andrew</i>	<i>WJW Producer/OMS Graduate</i>			<i>Guest Speaker</i>