

DEFENSE INFORMATION SCHOOL

6500 Mapes Road, Fort Meade, Maryland 20755



Mass Communication Foundations +4 Broadcast Journalism Training Program of Instruction

Training Effective Date: 01 October 2019

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Course Description

PURPOSE: To provide entry-level knowledge and skills to all members of the U.S. Armed Forces needed to prepare for duty in overseas facilities in the public affairs and visual information career field.

SPECIALTY AWARDED: See individual Service documentation for specialty awarded.

TRAINING METHODOLOGY: Resident only

COURSE DESCRIPTION: In the Mass Communication Foundations (MCF) - Broadcast Journalism course, students will learn and apply the principles of broadcast journalism and video production. Emphasizing attention to process and storytelling, students apply critical thinking and their knowledge of the laws and policies governing the use of copyrighted materials to create and produce entry-level quality television spots and radio products.

The broadcast video curriculum builds on the storytelling foundation achieved in the MCF course. The lessons further promote a clear understanding of a story's purpose and characteristics, and explore video storytelling techniques and the tools a storyteller uses to connect with the audience. Throughout the course, students will refine and strengthen their writing skills from MCF by learning and applying various broadcast writing techniques to write news stories, news features, as well as television and radio spots. They write scripts and other broadcast writing products, and use professional quality equipment to produce video products for use in multiple media platforms. Students are introduced to the stand-up technique, which adds depth to a story, provides another view of the action or helps the viewer better understand part of the story. Students will synthesize current theories and best practices of aural and visual media and shoot, edit and create video features about people, places, or events using a more creative approach than used for a traditional news story. Students learn about the different types of spots, and identify the appropriate strategy and approach to effectively communicate themes and messages, and create public service announcements that focus on command information to keep target audiences informed.

The "hands-on" radio broadcast experience puts the student into a radio control room where they learn how to use radio automation to manage audio products, create automation playlists, carts, and stacks that interface with live radio shows. Using an audio control console, students learn and practice controlling audio while delivering news and information to their audience. Students will use industry best practices to integrate social media into their music shows, and will learn to brand their music shows using elements such as produced show "bits," promos and liners. They will learn and apply the appropriate use of sound effects and natural sound, and will effectively communicate ideas and information aurally. Students apply professional interviewing and reporting techniques to live, in-studio interviews. Students produce a radio newscast, a reporter package, and solo- and multi-host radio shows.

PREREQUISITES: See Army Training Requirements and Resources System (ATRRS) site: <https://www.atrrs.army.mil/atrrscc/>. School code 212.

Preface

REASON FOR NEW TRAINING: Supports tasks selected by the TTSB conducted on 9 August 2017.

IMPLEMENTATION DATE: Training for this course will begin on 1 October 2019, and will be submitted to the appropriate accreditation agencies upon TPI approval by the Commandant.

COURSE DATA: The annual Service input data is a projection for FY 2020 and FY 2021.

Course	Length	Student Maximum	Student Minimum	Annual Course Cap	Number of Iterations
MCF + 4 – BJ (FY20)	25 days	24	12	96	4
MCF + 4 - BJ (FY21)	25 days	24	12	192	5

MANPOWER:

FY 20 Instructors required: 4

FY 21 Instructors required: 5

EQUIPMENT: See equipment list.

FUNDING: Any new resource and technology equipment requirements for this course, as identified in the development process, will be coordinated by the department through the Directorate of Training and the Directorate of Logistics, as well as the Chief Engineer and Chief of Information Technology (as appropriate) for development of the funding strategy to support this course.

FACILITIES: Resident iterations will be conducted in available classrooms.

BASE OPERATING SUPPORT: There are no new billeting or messing requirements.

POC: The POC for this action is the DINFOS Course Development Office; cdo@dinfos.edu

Training Task Inventory

Terminal Learning Objective	Competency (K/P)	Training Importance (High – Medium – Low)				
		USA PA	USAF	USN	USMC	USCG
- Enabling Learning Objectives	Knowledge/ Performance					
PRODUCE a radio news story	P	H	M	L	L	L
- WRITE a local story						
- REWRITE local story for regional audience						
- SELECT sound bites						
- EDIT sound bites						
- USE natural sound						
- APPLY storytelling techniques						
PRODUCE a radio newscast	P	H	M	L	L	L
- IDENTIFY newscast elements						
- PRODUCE a live newscast						
- IDENTIFY ways to engage audience using social media						
OPERATE an audio console	P	H	M	L	L	L
- IDENTIFY parts and uses of audio control board						
- USE correct microphone placement						
- OPERATE input devices						
DEMONSTRATE audio production methods	P	H	M	L	L	L
- IDENTIFY workspace						
- DISCUSS waveform view						
- RECORD narration						
- DISCUSS multi-track view						
PRODUCE a radio spot	P	H	M	L	L	L
- IDENTIFY purpose for radio spot						
- WRITE radio spot						
- IDENTIFY elements of radio spot						
- PRODUCE radio spot						
PRODUCE a local radio show	K	H	M	L	L	L
- WRITE for a music show						
- APPLY interviewing techniques						
- IDENTIFY log elements						
- IDENTIFY concepts of personality radio						

- PRODUCE radio show promo						
- DEMONSTRATE social media engagement						
- PRODUCE radio podcast						
- DEMONSTRATE phone call techniques						
- IDENTIFY radio dayparting elements						
- IDENTIFY effective techniques for live radio remote broadcasts						
DEMONSTRATE multi-host show	P	H	M	L	L	L
- PREPARE show material						
- IDENTIFY tasks for each host						
DEMONSTRATE use of radio operation software	P	H	M	L	L	L
- RECORD audio products in radio operating system						
- CREATE cart						
- EDIT cart						
- CREATE a playlist						
- CREATE spot containers						
- CREATE stacks						
- CONSTRUCT tabs						
- CREATE radio show interface						
- MANAGE audio products (clean up heads, tails, gain, length management)						
PRODUCE radio bits	K	H	H	H	H	H
- PRODUCE liner						
- PRODUCE show intro and outro						
- DEMONSTRATE use of donuts						
PERFORM broadcast video production for multiple platforms (TV, web, social media)	P	H	M	L	L	L
- PRODUCE a spot						
- PRODUCE a news story						
- PRODUCE a news feature						
- IDENTIFY product treatment (approach/strategy)						
WRITE for broadcasting	P	H	M	L	L	L
- APPLY broadcast writing techniques						
- WRITE a television spot						
- WRITE a television news story						
- WRITE a television news feature						

Course Training Standard

1. This Course Training Standard applies to tasks selected and mandated by the uniformed services as listed in the TTI signed in August 2017.
2. A thorough learning analysis of these changes and the impact on the delivery of instruction has been conducted. The CDRE reflects required manpower or equipment resources.
3. This task listing provides for the development of lesson plans, training materials, student performance and progress measurements, and the TPI. It has been organized and sequenced and reflects the levels of student competency and projected instructional hours to complete task training.
4. Projected hours have been determined by each unit.

FUNCTIONAL AREA 1 Broadcast Video and Radio Fundamentals	COMPETENCY LEVEL
UNIT 1 Video	
TLO 10 PERFORM broadcast video production for multiple platforms (TV, web, social media)	P
ELO 10.1 Produce a spot	
ELO 10.2 Produce a news story	
ELO 10.3 Produce a news feature	
ELO 10.4 Identify product treatment (approach/strategy)	
TLO 11 Write for broadcasting	P
ELO 11.1 Apply broadcast writing techniques	
ELO 11.2 Write a television spot	
ELO 11.3 Write a television news story	
ELO 11.4 Write a television news feature	
	Unit 1 Hours: 33
UNIT 2 Radio News	
TLO 3 Operate an audio console	P
ELO 3.1 Document legal and battle damage assessments	
ELO 3.2 Use correct microphone placement	
ELO 3.3 Operate input devices	
TLO 4 Demonstrate audio production methods	P
ELO 4.1 Identify workspace	
ELO 4.2 Discuss waveform view	
ELO 4.3 Record narration	
ELO 4.4 Discuss multi-track view	
TLO 1 Produce a radio news story	P
ELO 1.1 Write a radio news story	
ELO 1.2 Rewrite a local story for regional audience	
ELO 1.3 Select sound bites	
ELO 1.4 Edit sound bites	
ELO 1.5 Use natural sound	
ELO 1.6 Apply storytelling techniques	
TLO 2 Produce a radio newscast	P
ELO 2.1 Identify newscast elements	
ELO 2.2 Produce a live newscast	
ELO 2.3 Identify ways to engage audience using social media	
	Unit 2 Hours: 29

UNIT 3 Radio Spots

TLO 5 Produce a radio spot

- ELO 5.1 Identify purpose for a radio spot
- ELO 5.2 Write a radio spot
- ELO 5.3 Identify elements of a radio spot
- ELO 5.4 Produce a radio spot

P

Unit 3 Hours: 18

UNIT 4 Music Shows

TLO 9 Produce radio bits

- ELO 9.1 Produce liner
- ELO 9.2 Produce show intro and outro
- ELO 9.3 Apply visual storytelling techniques

P

TLO 6 Produce a local radio show

- ELO 6.1 Write for a music show
- ELO 6.2 Apply interviewing techniques
- ELO 6.3 Identify log elements
- ELO 6.4 Identify concepts of personality radio
- ELO 6.5 Produce a radio show promo
- ELO 6.6 Demonstrate social media engagement
- ELO 6.7 Produce a radio podcast
- ELO 6.8 Demonstrate phone call techniques

P

TLO 7 Demonstrate multi-host show

- ELO 7.1 Prepare show material
- ELO 7.2 Identify tasks for each host

P

TLO 6 Produce a local radio show

- ELO 6.9 Identify radio dayparting element
- ELO 6.10 Identify effective techniques for live radio remote broadcast

P

TLO 8 Demonstrate use of radio operation software

- ELO 8.1 Record audio products in radio operating system
- ELO 8.2 Create cart
- ELO 8.3 Edit cart
- ELO 8.4 Create a playlist
- ELO 8.5 Create spot containers
- ELO 8.6 Create stacks
- ELO 8.7 Construct tubs
- ELO 8.8 Create radio show interface
- ELO 8.9 Manage audio products (clean up heads, tails, gain, length management)

P

Unit 4 Hours: 111

Total Functional Area Hours: 191

FUNCTIONAL AREA 2: ADMINISTRATION

UNIT 1 COURSE OPENING

- DINFOS In-processing
- Course Orientation
- Gear Issue

Total Unit Hours: 3

UNIT 2 COURSE CLOSING

- Gear turn-in
- Out-processing/Graduation

Total Unit Hours: 6

Total Course Hours: 200

Measurement Plan

1. This Measurement Plan establishes procedures for evaluating student achievement of objectives in the Media Communication Foundations (MCF) course as mandated by the Training Task Inventory (TTI) resulting from the Training Task Selection Board (TTSB) conducted in August 2017.
2. Evaluation methods. Knowledge-based tasks that support the planning or execution of a graded performance-based task may be assessed using formative assessments such as quizzes, homework, case studies, or small group learning exercises. For grading and reporting purposes, student progress is measured by the following evaluation devices:
 - a. Performance exams
3. Minimum standard. The minimum passing score for each evaluated item is 70 percent. The maximum score on a re-administered exam meeting the minimum standard is a score of 70 percent. Students must achieve a minimum passing score on each assessment before progressing in the course.
4. List of exams. All terminal learning objectives will be evaluated.
5. Recycle/Elimination. Students are not eligible for recycling. The Service is responsible for obtaining a seat in a later iteration.

				Weight
Functional Area 1 – Broadcast Journalism				
Unit 1: Video				
Assessment		TLO Tested	Performance Outcome	
Video Spot Production	Performance Exam 1-1: Video Spots Students will learn to write, edit and produce a command information-supported video spot	Write for broadcasting Perform broadcast video production for multiple platforms (TV, web, social media)	Students will produce a video spot for multiple platforms and achieve a minimum grade of 70% on the exam.	10 %
Unit 2: Radio News				
Assessment		TLO Tested	Performance Outcome	
Radio News Production	Performance Exam 2-1: Reporter Package with Natural Sound and Sound Bites 1 Students will receive topical fact sheets, audio interviews and natural sound audio to learn about producing a radio news story. They will be required to select a sound bite, write and narrate the story, and edit all audio into a multitrack editor.	Produce a radio news story Operate an audio console Produce a radio newscast Demonstrate audio production methods	Students will edit narration and produce a reporter package with natural sound and sound bites and achieve a minimum grade of 70% IAW the provided rubric.	7.5 %
Radio Newscast	Performance Exam 2-3: Produce a Newscast Students will use radio automation software to edit and produce the various elements of a newscast—including a news open, two-sentence lead, anchor package with sound bite, news release and news close. Students will also be assessed on their ability to present the material.	Produce a radio newscast	Students will create a 3-minute live radio newscast and achieve a minimum grade of 70% IAW the provided rubric	7.5 %

Unit 3: Radio Spots				
Assessment		TLO Tested	Performance Outcome	
Radio Spot Production	Performance Exam 3-1: Spot Production Students will conceptualize, write, and produce a command information spot. Students will demonstrate how to make spots more persuasive by appealing to the greater needs of the audience.	Produce a radio spot	Students will produce a radio spot and achieve a minimum grade of 70% IAW the provided rubric.	25 %
Unit 4: Music Shows				
Assessment		TLO Tested	Performance Outcome	
Music Show	Performance Exam 4-1: Produce a Music Show: With Interview, Bit and Social Media Using interview techniques, and given access to social media and log elements, students will create bits and use radio operation software to produce a local music radio show.	Produce radio bits Produce a local radio show Demonstrate use of radio operations software	Students will produce radio bits for a local music radio show and achieve a minimum grade of 70% IAW the provided rubric.	40 %
Multi-host Music Show 1	Performance Exam 4-2: Produce a Multi-Host Music Show Students will learn and apply best practices for dividing and assigning tasks for a multi-host music show.	Demonstrate multi-host show Produce a local radio show	Students will prepare show material for each host for a multi-host music radio show with 70% accuracy IAW the provided rubric.	10 %

Course Design Resource Estimate

COURSE DATA:

Programmed Annual Input (FY20)

USA – 25 (26%) USMC – 22 (22.9%)
 USCG – 0 (0%) USN – 25 (26%)
 USAF – 20 (20.8%)

Course Length – 25 days
 Total TPI Hours - 200
 Annual Iterations - 4
 Max. Annual Output – 96

Direct Instructional Activities

CURRICULUM BREAKOUT (FY20)						
Type of Training	Students	Instr Req	x	TPI Hours	=	ICH
Administration (AD)	24	2	x	9	=	18
Lecture (L) *	24	3 *	x	12	=	36
Demonstration (D)	24	6 **	x	18	=	108
Practice Exercise (PE)	24	6 **	x	132	=	792
Performance Exam (EP)	24	6 **	x	29	=	174
TOTALS				200	=	1128
INSTRUCTOR COMPUTATION:						
Total Instructor Contact Hours					=	1128
Projected Iterations					=	4
Annual Instructor Contact Hours (ICH)					=	4512
Annual ICH					=	4512
Supervision, Preparation and related Duties Factor					=	1.26
Factored Annual Instructor Hours					=	5685.12
Factored Annual Instructor Hours					=	5685.12
Monthly Instructor Hours					=	473.76
Monthly Instructor Hours					=	473.76
Computational Value					=	145
Instructors Required					=	3.2673
ITRO Rounding					=	3

* Instructor/student ratio of 1:8 for lecture required to support 55% active learning activities in non-traditional lecture methodology.

** Instructor/student ratio of 1:4 for demonstration, practice exercise and performance exam required to support 4 students per studio.

Indirect Instructional Activities **

Indirect Instructional Activity (FY 20)					
Discipline	Events	x	Avg Grading Time per Event	=	
Video	2	x	.5	=	1
Radio News	9	x	.30	=	2.7
Radio Spots	3	x	.25	=	.75
Music Shows	12	x	1	=	12
Total # events				=	16.45
# of Students				x	24
# of events per iteration				=	394.8
# of Iterations				x	4
Total events per year				=	1579.2
Full-Time Equivalent Hours (FTE)				/	1940
Additional Instructors Required				=	.8140206
ITRO Rounding				=	1

** Indirect Instructional Contact addresses grading activity outside the scope of and away from normal classroom activities.

RECOMMENDED INSTRUCTOR REQUIREMENTS BY SERVICE:

USA: 1 USMC: 1 USCG: 0 USN: 1 USAF: 1

COURSE DATA:

Programmed Annual Input (FY21)
 USA – 36 (30%) USMC – 24 (20%)
 USCG – 0 (0%) USN – 36 (30%)
 USAF – 18 (15%)

Course Length – 25 days
 Total TPI Hours - 200
 Annual Iterations - 5
 Max. Annual Output – 120

Direct Instructional Activities

CURRICULUM BREAKOUT (FY21)						
Type of Training	Students	Instr Req	x	TPI Hours	=	ICH
Administration (AD)	24	2	x	9	=	18
Lecture (L) *	24	3 *	x	12	=	36
Demonstration (D)	24	6 **	x	18	=	108
Practice Exercise (PE)	24	6 **	x	132	=	792
Performance Exam (EP)	24	6 **	x	29	=	174
TOTALS				200	=	1128
INSTRUCTOR COMPUTATION:						
Total Instructor Contact Hours					=	1128
Projected Iterations					=	5
Annual Instructor Contact Hours (ICH)					=	5640
Annual ICH					=	5640
Supervision, Preparation and related Duties Factor					=	1.26
Factored Annual Instructor Hours					=	7106.4
Factored Annual Instructor Hours					=	7106.4
Monthly Instructor Hours					=	592.2
Monthly Instructor Hours					=	592.2
Computational Value					=	145
Instructors Required					=	4.0841
ITRO Rounding					=	4

* Instructor/student ratio of 1:8 for lecture required to support 55% active learning activities in non-traditional lecture methodology.

** Instructor/student ratio of 1:4 for demonstration, practice exercise and performance exam required to support 4 students per studio.

Indirect Instructional Activities **

Indirect Instructional Activity (FY 20)					
Discipline	Events	x	Avg Grading Time per Event	=	
Video	2	x	.5	=	1
Radio News	9	x	.3	=	2.7
Radio Spots	3	x	.25	=	.75
Music Shows	12	x	1	=	12
Total # events				=	16.45
# of Students				x	24
# of events per iteration				=	394.8
# of Iterations				x	5
Total events per year				=	1974
Full-Time Equivalent Hours (FTE)				/	1940
Additional Instructors Required				=	1.0175257
ITRO Rounding				=	1

** Indirect Instructional Contact addresses grading activity outside the scope of and away from normal classroom activities.

RECOMMENDED INSTRUCTOR REQUIREMENTS BY SERVICE:

USA: 2 USMC: 1 USCG: 0 USN: 1 USAF: 1

Classroom and Equipment Requirements

Heavy Classroom Equipment	# Per Classroom	# iterations	# concurrent iterations
Wireless Interface for Mobile Device	1		
Projector, Overhead w/remote	2		
Screen, Overhead Projection	2		
Keyboard and Mouse, Wireless (for overhead)	1		
Docking station with color Monitors, 22" (dual) or equivalent large monitor	24		
Chair, Ergonomic	24		
(I) Computer Workstation, Graphics capable, w/color monitor 22" (dual) or equivalent larger monitor	1		
(I) Docking station with color Monitors, 22" (dual) or equivalent large monitor	2		
(I) Headphones w/microphone	3		
(I) Table and Chair, Ergonomic	2		
Cart, rolling	1		
Heavy Classroom Software	# Per Classroom		
Google G-Suite	26		
Internet Browsers	26		
Adobe Creative Suite CC	26		
Microsoft Office	26		
Student Hardware	# Per Student		
Laptop w/approved Apps, capable of running Adobe suite, audio and video editing	1		
Student Camera Kits	# per Student		
Bag, camera	1		
Digital SLR Camera, min 16.2 MP, capable of still and video capture	1		
Digital Camera Battery and Charger	2		
Lens, 16-35mm f/4g ED (w/ caps and filter)	1		
Lens, 50mm f1.4D (w/ caps and filter)	1		
Lens, 24-70mm f2.8g ED	1		
Lens, 70-200mm f/2.8g ED VR II	1		
UV (ultra violet) Glass Filter (52mm)	2		
Variable Neutral-density Filter (52mm)	2		
UV (ultra violet) Glass Filter (77mm)	3		
Variable Neutral-density Filter (77mm)	2		
Six-filter Pouch	1		
Professional UHS-I SDXC memory card, 64GB	3		
Four-slot bi-fold memory card holder	1		
AA Rechargeable Batteries (four pack), with battery charger	4		
Shotgun Microphone (w/windshield)	1		
4-channel audio recorder	1		
DR-05 portable handheld digital audio recorder	1		

Lavalier microphone, bodypack TX & portable RX wireless system	1		
Shotgun microphone w/windshield	1		
Microphone cable	1		
1' right angle stereo 3.5mm mini male to 3 pin XLR male	1		
Noise-canceling stereo closed dynamic headphones	1		
LED-6200T 144 LED Variable-Color On-Camera Light	1		
Aluminum Camera Shoe Bar (9")	1		
Radio Studios (1118A-F, H, J, & K)	# Per Studio		
Long term: Radio studios with space for 2 instructors on the audio console and 5 students where all students can see technical demonstrations. Short term: Install an audio console (along with radio studio equipment listed below) for studios and 4 audio-quality speakers in Room 1114 to compensate for studios too small to accommodate 7 people.	1		
Audio Amplifier 75 Watts	1		
Audio Interface ATI	1		
Blade, Digital Mix En	1		
CD Player	2		
Digital Audio Console	1		
Docking station with color Monitors, 22" (dual) or equivalent large monitor	1		
Digital Telephone Interface	1		
I/O Blade IP88A	1		
I/O Blade IP88D	1		
Lever KP-12 Keypanel	1		
Microphone, Cardioid (set up in same room to support multi-host training)	2		
Uninterruptable Power Supply	2		
Remote Control Panel	1		
Switch, Catalyst WS-C	1		
Audio Headphones	2		
Radio Row Equipment/Computer Server Room (1118G)			
Audiovault Computers (capable to deliver 6 decks of audio plus cue)	12		
Card, VX Sound Professional	24		
Card, VX Sound Professional (if needed for 6 decks of audio instead of data line)	24		
Analog Telephone	1		
Clock Master Display	1		
Clock Digital Display	1		
Console/Touchpad, KV	1		
Time Code Converter	1		
Digital Telephone Interface	2		
Frame, Evertz 500FR W	1		
Keypanel 32-position	1		
LRA Rack Console LCD	1		
Uninterruptable Power Supply	2		
Switch, Catalyst WS-C	2		
Computer Workstation, Graphics capable, w/ color Monitors, 22" (dual) or equivalent large monitor	1		

Instructor Grading Area (Room 1116)			
Bar Graph, Meter Display	7		
Blade, Digital Mixer En	1		
CD Player	1		
Digital Display Clock	7		
Digital Audio Console	1		
Analog Audio Converter	7		
Video Digital Converter	7		
Satellite Decoder	2		
Docking station with color Monitors, 22" (dual) or equivalent large monitor	8		
Digital Telephone Interface	1		
I/O Blade IP88A	1		
I/O Blade IP88D	1		
Keypanel, Lever, KP-12	7		
Level Matching Interface	1		
Microphone, Cardioid	1		
Patch Panel, Video	1		
Patch Panel MDL# DAB	1		
Uninterruptable Power Supply	2		
Remote Control Panel	2		
Switch Catalyst WS-C	1		
Audio Headphones	15		
Music Library / Music Preview Room (1118G)			
Printer (for scripts)	1		
Mini-Stereo Amplifier	1		
Power Amplifier	1		
Digital Clock Display	1		
Docking station with color Monitors, 19" (dual) or equivalent large monitor	1		
CD Player	1		
Audio Headphones	1		

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