
COM 262

Advanced Radio Applications

Overview/Catalog Description

This course will further develop students' knowledge of the radio industry. Building on the skills and knowledge acquired in the basic radio course, students will further explore copywriting and production. This course will also discuss radio imaging, promotions, on-air personality development, and new media audio platforms.

Student Learning Outcomes

In this class students will...

- Understand the operation of multi-track digital recording programs through completion of assigned readings and labs.
- Operate audio production equipment and demonstrate that knowledge by completing recorded assignments.
- Utilize appropriate copywriting styles for radio commercials, station imaging, programming, and promotions in the context of multiple radio formats, and demonstrate that knowledge through writing.
- Understand the current state of the radio industry, the organizational structure of radio stations, and how these may change moving forward.
- Demonstrate successful methods used to create radio promotions and demonstrate that knowledge by designing a large-scale promotion.
- Understand perspectives on announcing performance, including styles across formats, and ways to improve personal performance.

Required Text

- Keith, Michael C. (2007). *The Radio Station* (9th Ed.). Burlington, MA: Focal Press.
- West, B. & Conlan, J. (1999). *Radio Advertising 101.5*. Houston, TX: Alpha (I will provide this book to you)

Spring 2026

Lecture: Monday 10:00-11:50, Fell 280

Lab: Tue or Wed 10:00-11:50, Fell 002

Instructor: Steve Suess

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Phone: (815) 483-4043

Office: 011 Fell Hall (in WZND)

Office Hours: Monday-Friday, 3-4 pm or by apt.

Materials Needed

For this class you will need...

- Sound Silencing Headphones

Plagiarism/Academic Dishonesty

Plagiarism and/or cheating will result in an immediate zero on the assignment, and could result in university discipline.

Electronic Devices in Class

Electronic devices are not allowed in lecture or lab. Your grade will be penalized if you violate this policy, even on the first offense.

Absence

Absences may be excused with prior consent of the instructor. If you have an emergency, please let the instructor know as soon as possible and be ready to provide documentation.

Assessing Late Work

Late work is **never** acceptable without prior consent of the instructor. Any assignment less than 24 hours late will be graded with a 50% automatic deduction. Any assignment turned in more than 24 hours late will be a zero.

Special Needs

Any student needing accommodation for a documented disability should contact Student Access and Accommodations at 350 Fell Hall, 438-5854 (voice), 438-8620 (TDD)

Assessment

- **Project 1: Imaging, Branding, and Identity Project** – Students will build a station profile and identity for a fictional radio station. This radio station will be used in all future projects in this course.
- **Project 2: Programming Project** – Students will create clocks, schedules, playlists, and other programming elements for their station. They will also produce sample programming.
- **Project 3: Digital Project** – Students will create social media, website, and other digital package elements for their station.
- **Project 4: Commercial Series Project** – Students will go through the sales process and create a series of commercials for a client to air on their station.
- **Project 5: Promotions Project** – Students will plan a large-scale giveaway from start to finish, including producing on-air elements (imaging, programming, etc.) for their giveaway
- **Strategic Plan** – Ratings will be released for all the stations in the class. Each station will have some good ratings and some things to improve. Students will write a strategic plan to improve ratings.
- **Resume and Cover Letter** – Students will write a resume and cover letter geared toward an entry level position at their station
- **Problem/Solution Essay (Final Exam)** – Students will write an essay after given a prompt detailing a problem at their radio station. This will be completed during the final exam period.
- **Presentations** – Students will present the work from their station four times throughout the semester when projects are due. Presentations are worth 25 points each.
- **Attendance/Participation** – Students will be graded on their ability to come to class prepared and ready to participate in discussion/activities. In-lab editing and vocal performance activities are included in this grade.

Imaging, Branding and Identity Project	100 pts
Programming Project	100 pts
Digital Project	100 pts
Commercial Series Project	100 pts
Promotions Project	100 pts
Strategic Plan	100 pts
Resume and Cover Letter	100 pts
Problem/Solution Essay	100 pts
Presentations (X4)	100 pts
Attendance and Participation	100 pts
Total	1000 pts

Grading Scale

Grades in this course will follow the traditional 10% interval scale. Rounding is at the discretion of the instructor.

Canvas

Your grades will be available on Canvas as grading is completed. You will receive detailed feedback digitally on Canvas as well. Finally, each project will also be turned in via Canvas.

Tentative Schedule

Week 1 Jan 12-16	Intro to the course Radio in the 2020s (Ch 1)
Week 2 Jan 19-23	No Lecture – MLK Day No Lab – Emergency Day
Week 3 Jan 26 -30	Imaging and Branding Assign Project 1
Week 4 Feb 2-6	Station Management (Ch 2) Production Review
Week 5 Feb 9-13	Programming/ Music (Ch 3) Project 1 Due Assign Project 2
Week 6 Feb 16-20	News, Sports, and Weather Programming (Ch 6) Production Hunt
Week 7 Feb 23-27	Digital Products Project 2 Due Assign Project 3
Week 8 March 2-6	Production (Ch 9, 10) Project 3 Due (Present) Assign Project 4
Week 9 March 9-13	No Class Spring Break
Week 10 March 16-20	Advertising 101.5 Scriptwriting Advanced Production
Week 11 March 23-27	Sales (Ch 4) Traffic and Billing (Ch 8) Open Labs for Project 4
Week 12 March 30 – April 3	Research & Ratings (Ch 6) Project 4 Due (Present) Assign Strategic Plans
Week 13 April 6-10	Promotions 1 (Ch 7) Strategic Plans Due Assign Project 5
Week 14 April 13-17	Promotions 2 (Ch 2) Project 5 Group Brainstorm
Week 15 April 20-24	BEA Convention No Lecture or Lab Open Labs for Project 5
Week 16 April 27- May 1	Resumes, Letters, Reels; Project 5 Due (Present)
FINALS WEEK	Resumes Materials Due Problem-Solutions Due No Formal Exam/Meeting