

RADIO-TELEVISION BROADCASTING

HEGIS: 5008
SUNY CODE: 0685

The Radio-Television Broadcasting program is designed to prepare students for careers in electronic media including radio, TV, Cable TV, communications, multi-media production and advertising. Graduates are prepared to:

- Operate basic television studio and field production equipment
- Operate basic audio production equipment
- Perform Radio-TV station operations functions
- Write basic forms of broadcast copy
- Perform broadcast station advertising, sales and promotion duties
- Perform on-camera or on-microphone

Career Opportunities/Transfer Information

Graduates find employment in the fields of radio broadcasting, television broadcasting, cable television, production companies, advertising agencies, corporate video, institutional video, and government and educational media. While not designed as a transfer program, transfer articulation agreements have been established with SUC Plattsburgh, SUC Fredonia, Utica College and Empire State College.

1st Semester		Credits	1st Year		2nd Semester	Credits	
BU 141	Introduction to Marketing	3			BU 143	Advertising	3
EN 111	English I	3			EN 112	English II	3
FS 100	First Year Student Seminar	1			IS 115	Computer Software Applications I	3
RT 142	Introduction to Electronic Media	3			RT 151	Introduction to Audio Production	4
RT 161	Introduction to Video Production	4				English OR Humanities Elective	3
	English OR Humanities Elective	3				Physical Education Activity	1
	Total	17				Total	17

3rd Semester		Credits	2nd Year		4th Semester	Credits	
EN 227	Voice and Diction	3			RT 222	Sales and Promotion in the Electronic Media	3
RT 145	Writing for Electronic Media	3			RT 233	Radio-Television Senior Seminar OR	1
RT 225	Intermediate Video Production	4			RT 290	Radio-Television Apprenticeship*	1
	Mathematics Elective	3			RT 253	Advanced Audio Production OR	4
	Social Science Elective	3			RT 263	Advanced Video Production	3
	Physical Education Activity	1				Humanities OR English Elective	3
	Total	17				Science Elective	3
						Social Science Elective	3
						Total	17

68 Credits Required for the Associate in Applied Science Degree

Students should consult with their academic advisor for appropriate course selections.

*Apprenticeship option is competitive and is based on the student's GPA (2.5 cumulative, 3.0 in major), a written essay and recommendation of the R-TV faculty.

RT 151, RT 161, RT 225, RT 253 and RT 263 each include a requirement of service to the College's TV Station (HCTV) and/or FM Radio Station (WVHC) outside of scheduled class time.

Acceptance into the second year of studies will be based on successful completion of first year exit tests. Students who do not pass the exit testing will be ineligible for acceptance into the second year of study. Students who do not successfully complete the tests will be offered the opportunity to retake them after participating in a review session, scheduled at the discretion of the R-TV faculty. Successful completion of the exit testing will qualify students for acceptance into the second year of study.

Student placement into specific sections of Advanced Video Production will be based on students' portfolios containing projects from previous RT courses.

For more information, contact the Humanities and Social Science Division at (315) 866-0300 or toll free 1-888-GO-4-HCCC, ext. 8200/8430.