

KOFP Radio Broadcasters Program Syllabus

(Summer 2024)



About KOFP Radio

The mission of the KOFP Radio 103.3 FM is to build community through quality broadcasts, podcasts, training programs and community events that celebrate the uniqueness of the Black voice in Fresno, CA.

Managed by 501C3 non-profit, Helping Others Pursue Excellence (H.O.P.E.), today, the radio station is the Black voice and expression of the Valley, providing all sounds of music, educational programming to inspirational talk. Deejays are inspired to bring community, hip hop, R&B, reggae with an educational twist.

Program Overview

KOFP Radio and its community partners, ONME News, Fresno State and the Fresno County District Attorney's Office will help students develop the skills necessary for careers in television, radio, and electronic print media, including video production, news broadcasting, digital design, and media writing. Students will learn advanced professional skills in video, photo, audio, broadcasting, and journalism using industry standard hardware and software in the development and production of products.

The program provides students with a combination of practical skills in using technology as well as encouraging innovation and creativity in applying those skills to explore and analyze current issues. Students will also be exposed to careers related to public advocacy and science, technology, math and engineering fields (STEM.)

Within this career-based curriculum, middle school students will receive a certificate of completion: **KOFP Radio-ONME Introduction to Radio, Broadcasting & STEM Certificate**. The high school students will have the opportunity to earn **KOFP Radio-ONME Radio & Broadcast Production Certification**. **High school seniors who complete the program and final projects can qualify for the \$500.00 scholarship available for up to six seniors at the end of the program.**

College students in the program can earn up to three, internship credit hours from their local institution. Students who successfully complete the program will be prepared to move into entry level positions with KOFP Radio, ONME News and other entry level positions related to the participating partners. In media, these careers could include news reporter, anchor, producer, editor, radio engineer, or public spokesperson.

Program Description

This career-based program is an introduction to the study of media, journalism and communication and blends written, oral, and graphic communication in a career-based environment. Students will learn the basics of video and photo methods, apply creative and professional framing techniques to their shots, use digital story telling principles, and digitally edit their footage into finished videos. Students will be introduced to the tools and skills used in broadcasting a daily newscast. The class structure is primarily project-based where students will use industry standard hardware and software. Hands-on project work will be supplemented with readings, writing, career-focused seminar speakers, demonstrations, video, online research, and critiques.

This program then intertwines media with public advocacy occupations and STEM, giving students exposure to careers in these fields as they interview professionals who are in them. Some of these activities will include local field trips to work facilities or career locations and apprenticeships.

Pre-Requisites

Must be attending a local institution or school if in need of class credit

Course Objectives

1. Students will demonstrate an awareness of audio and video production career opportunities.
2. Students will demonstrate a knowledge of the basic software and hardware related to digital audio and video production.
3. Students will demonstrate and apply basic audio and video production knowledge, terminology, techniques, and processes.
4. Students will demonstrate knowledge of a variety of digital video and audio equipment, and microphones.

Integrated Academics

California State Education Standards (speaking and listening 6-12)

Equipment and Supplies

- **KOFP Radio will provide:** Computers with industry standard software, broadcast studio facility with industry standard equipment, microphones and all other peripherals needed for the media program. Students will also be given a reporter's notepad and journal for notetaking and journal writing.
- **Student will provide:** Mobile device that is able to take in Wi-Fi (One can be provided for students who need to use one during class time.)

Certificate of Completion and Scholarship Requirements

Attendance to 90% of the seminar classes
Completion of group projects
QR Code Questions/Participation
Attending local field trips

The number of Black workers and business owners in the career fields of STEM, public advocacy and media is dismissal due to lack of exposure. Through The KOFP Radio Media & Community Collaboration Project, the objective is to expose students to radio and TV broadcasting, intertwining STEM specific career fields as a media component, providing opportunities for hands-on training and experience as broadcasters, news agents, TV personalities or music deejays.

- Tier 1 [ages 12 – 14]: Exposure to the fields of STEM, media, and public advocacy allows students to become acclimated with members of their surrounding local and state communities through interactive in-person forums with community speakers, mini media groups end-of-program projects via radio and TV.
- Tier 2 [ages 15 – 17]: Mentorship relative to the fields of STEM, media, and public advocacy allows students to learn from an apprenticeship point of view such related fields or through job shadowing. Students also engage in partner and individual end-of-program projects.
- Tier 3 [ages 18 – 20]: Application in the fields of STEM, media, and public advocacy is key to students learning skills that will help them further their future career endeavors. With hands-on experience, student interns have something to add to their resumes for prospective jobs. They also receive a stipend and certificate of completion at the end of the program. Students also have the option of earning college credit through their advisers.





Additional Course Policies

Students are expected to:

- Meet all deadlines and be on time to class. Deadlines and being on time are a major part of a media professional's job.
- Produce their best original work.
- Participate in class including contributing to discussions and critiquing their own and others' work, as well as diligently working on their own projects during the class period.
- Learn all the jobs related to radio broadcasting and some TV.
- Seek help when needed. Students who need to make up work are responsible for communicating this to the project manager and to their group members.
- Be attentive during class sessions, ask questions if they do not understand something, and offer their opinions.

Snack Breaks

No eating or drinking is permitted inside the radio station facility. Water is allowed inside on the main floor but not in the studio or media rooms. The program will provide snacks during the 15-minute break right outside the station on the patio.

Class Sessions

Class sessions are three hours long with a 15-minute break in between. Please see the calendar for specific times.

Main Program Instructors

Cheryl Smith (journalism professional and news publisher)

Brigitte Jones (journalism professional and news publisher)

Julia A. Dudley Najieb (journalism professional and TV news publisher, radio general manager)

Ken McCoy (celebrity photojournalist and digital media expert)

Andre Covington (radio broadcast professional, comedian and broad professional)

Chris Finley (educator expert in engineering, mathematics, technology and science)

Lennice Najieb (educator expert in mathematics)

Program End Recognition Ceremony

During this time, students are presented their certificates of completion, scholarship awards and photo opportunities. There will also be special awards provided by the session instructors and speakers.

Program Conduct Rules

Students are to respect one another as "professionals" throughout the program. Profanity, sexual harassment or threats to another person in the program or instructor may result in student being dropped from the remainder of the program with the penalty of not receiving a certificate and/or scholarship.

Program Management Contact:

Phone: 559-512-0766 Email: juliadn@kofpradio.org



I am 18 years of age or older:

I agree to participate in the **KOFPRadio Broadcasters Program** for the summer of 2024. I understand the above program syllabus and have asked questions if I did not understand. I can fulfill the attendance requirement and agree to the program conduct rules.

Print first and last names: _____

_____ Date: _____
(sign first and last name)

Phone number: _____

I am the legal guardian of student under 18:

My child agrees to participate in the **KOFPRadio Broadcasters Program** for the summer of 2024. I understand the above program syllabus and have asked questions if I did not understand. My child can fulfill the attendance requirement and agree to the program conduct rules.

Student's name: _____

Parent's first and last names: _____

_____ Date: _____
(parent's signature)

Phone number: _____