



Discover

Schoolcraft College

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Broadcast Communications

Do people tell you you've got a great voice for radio? Or that, with your love of sports, you ought to work for ESPN? Or maybe the idea of anchoring the evening news excites you? Then Schoolcraft College is the place for you.

Schoolcraft has joined with the Specs Howard School of Broadcast Arts to create an industry-recognized associate degree program in Broadcast Communications. You spend one year at Specs Howard's Southfield location: polishing your voice, developing news gathering and writing skills, and practicing your on-air abilities in the school's radio and TV studios. Then you complete your degree with three semesters at Schoolcraft, taking courses in communications, journalism, speech, and theater.

A well-rounded education? You bet. And a direct line to the career of your dreams.

FREQUENTLY ASKED QUESTIONS

What Do ANNOUNCERS and NEWSCASTERS Do?

Radio announcers present wire news, sports, and weather updates to listeners and often record and produce commercials. Also called disc jockeys, their primary function is to select and introduce music or interview guests in a talk-show format. Newscasters are employed in television, where they gather information, prepare stories, and communicate them to viewers. They may be engaged as reporters operating outside the studio or as anchors coordinating news direction and delivery inside the studio.

What Characteristics Do I Need To Work In This Field?

Announcers and Newscasters both need strong reading and writing skills, pleasant voices and precise diction, and the ability to adapt to changeable news requirements. Given the visual medium in which they operate, Newscasters must also be concerned about their appearance.

Where Could I Find a Job?

The largest employers of Announcers are radio stations, though freelance Announcers may sell their services to sports and entertainment venues, advertising agencies, and other independent producers. Newscasters make their living at broadcast and cable television stations.

What Is My Employment Outlook?

Employment opportunities for Announcers and Newscasters are expected to decline moderately for all occupations through the year 2020.

Related Websites

- National Association of Broadcasters: www.nab.org
- Radio Television Digital News Association: www.rtdna.org
- Society of Camera Operators: www.soc.org
- Society of Motion Picture and Television Engineers: www.smpte.org

For More Information

Visit www.schoolcraft.edu where you can view course and program information, schedule a campus tour, apply for admission, register for courses, and request more information.

Contact the Admissions and Enrollment Center at 734-462-4426 with additional questions.

employment

JOB TITLES & MEDIAN SALARIES OR HOURLY RATES

Announcer
\$27,100 (Michigan)
Newscaster
\$36,000 (national)

discover BROADCAST COMMUNICATIONS

Program Requirements — 2012–2013 CATALOG

BROADCAST COMMUNICATIONS ASSOCIATE DEGREE

Schoolcraft program code # AAS.00041

Students will develop the skills necessary to function as entry-level employees in radio, television, cable television or industrial television settings. The sixty-hour program is articulated with the Specs Howard School (SHS) of Broadcast Arts, Inc. located in Southfield, Michigan. Fifteen credit hours are awarded for completion of the SHS Certificate Program and the remaining credit hours are taken at Schoolcraft.

All courses are not offered each semester. Students should work with the Counseling Center to set up a schedule that will work for them. The program can begin at either school. Students who satisfactorily complete all College Requirements qualify for an Associate in Arts Degree.

TYPICAL PROGRAM SCHEDULE

Program Courses (Offered at Specs Howard School)

Vocal Technique	1.5
Broadcast Concept	1.5
Broadcast Writing	1.5
Interpersonal Communication Development	0.5
Workshop	1.5
Technical Competency	0.5
Studio Class	2.0
WLDN Air Shift	1.0
WLDN News Shift	2.0
Television Production I, II, III, IV, V	3.0
	15

SCHOOLCRAFT COLLEGE College Requirements

Students are encouraged to take their College Requirements early in their program. However, these courses are not required before beginning Program Courses.

SAMPLE SCHEDULE OF COURSES

FIRST YEAR

Math	Select I	3–4
MATH 101	Business Mathematics	
MATH 113	Intermediate Algebra for College Students	
BUS 101	Introduction to Business	3
COMA 103	Fundamentals of Speech	3
ENG 101	English Composition I	3
THEA 208	Acting I	3
		15–16

Winter Semester

CIS 105	Computer Orientation	1
COMA 201	Discussion	3
GEOG 135	Earth Systems	4
PSYCH 201	Introductory Psychology	4
THEA 241*	Oral Interpretation of Literature	3
		15

SECOND YEAR Fall Semester

ENG 107	Introduction to Journalism	3
GEOL 133	Physical Geology	4
POLS 105	Survey of American Government	3
SOC 201	Principles of Sociology	3
Elective**		2–3
		15–16

PROGRAM TOTAL 60–62 CREDITS

* This class is offered on a rotational basis.
Contact Liberal Arts office for current offerings.

** Any 100 or 200 level course not previously taken.

Students planning to transfer should check the transfer institution's requirements/guides or discuss their options with a counselor or advisor. Number of credits may vary depending on the course selection.



Virtually any program at Schoolcraft College can be a transfer program if you plan to continue at a four-year institution to earn a bachelor's degree in your major. Visit www.schoolcraft.edu/transfer for information about transfer options. To ensure that the Schoolcraft courses you select are the specific ones required by the four-year college of your choice, be sure to consult regularly with your counselor/advisor.



**Schoolcraft
College**

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It is the policy of Schoolcraft College that no person shall, on the basis of race, color, national origin, gender, age, marital status, creed or disability, be excluded from participation in, be denied the benefits of, or be subjected to discrimination during any program or activity or in employment.

PROGRAM INFORMATION UPDATED 4-12