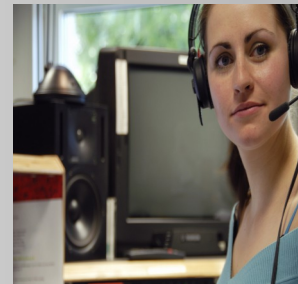




Continuing Education Program

Radio Broadcasting



**Make YOUR Life
ANYTHING but Ordinary**

June 21, 2010–August 25, 2010

Mondays & Wednesdays

5:30 p.m.–7:30 p.m.

Phone: 334-727-8601; 334-724-4199 (Fax)

www.tuskegee.edu/continuingeducation

Mission of Continuing Education

The mission of the Continuing Education Program at Tuskegee University is to provide comprehensive educational programs for lifelong learning. Continuing Education is the means by which the University enriches, expands and extends its resources to a wide range of individuals, special interest groups and targeted audiences not otherwise reached by the traditional ongoing programs. The faculty includes an experienced group of Tuskegee University academic and professional staff.

Continuing Education Unit (CEU)

The Continuing Education Unit is a nationally recognized means of tracking non-credit continuing education. It confirms one's participation in a structured professional development activity or course work. **One CEU** is awarded for 10 hours of completed activity or course work. A permanent record of your participation is maintained in the Office of Continuing Education, with the provision of your social security number to the Continuing Education Office. A certificate is issued for successful completion of a program.

Refund Policy

We strongly recommend pre-registration. If you drop for any reason before the first class meeting, a processing fee of \$30.00 will be deducted from your payment. Refund requests must be in writing at least 24 hours before class begins. No refunds will be given after the first class.

Cost: \$1500 (includes all course materials)

Date: June 21, 2010–August 25, 2010:

Time: Mondays & Wednesdays: 5:30 PM–7:30 PM

Locations: Kellogg Conference Center and WTLS Radio Station in Tallassee

Registration Deadline: June 18, 2010

Course Description

The Radio Broadcasting course is a ten-week comprehensive training program that focuses on both production and non-production functions in a radio broadcasting station. More than half of your time is spent in the studios; you'll be on the air, doing newscasts, and in commercial production utilizing state-of-the-art technology. Weekly lectures/workshops include: radio programming, commercial production, news, voice-overs, sports casting, copy-writing, music programming, station management, and broadcast. Emphasis is placed on individual involvement in all aspects of station operations, including news, sports, and music programs production, sales traffic, promotion and public affairs. New students will observe day-to-day station operations and will assist staff members. Radio students will work at WTLS radio station in on-air and off-air capacities, practicing board operation; on-air announcing; on-air delivery of news, sports, weather, and writing and rewriting news stories. The curriculum will include the following:

- Selling Interactive Advertising
- Radio Marketing Professional (RMP)
- Certified Digital Marketing Consultant (CDC)
- Certified Professional Commercial Copywriter (CPCC)

Who Should Attend:

- Those who are interested in pursuing a career in radio

Certifications:

Participants will be required to take and pass a national certification exam in each of the following:

- Selling Interactive Advertising
- Radio Marketing Professional (RMP)
- Certified Digital Marketing Consultant (CDC)
- Certified Professional Commercial Copywriter (CPCC)

Training Locations:

- Kellogg Hotel & Conference Center—Tuskegee University—Tuskegee, AL
- WTLS Radio—Tallasse, AL

Course Facilitator:

Michael Butler received a broadcasting degree from the University of Alabama in 1994. He worked at both campus radio stations in Tuscaloosa. In 1999, Michael became the owner of WTLS in Tallasse. He received the "Business Person of the Year" in 2004 from the Tallasse Chamber of Commerce. In 2007, WTLS was recognized by the Alabama Broadcasters Association as "Station of the Year" at the inaugural "Abby" Awards in Birmingham. Michael launched an on-line newspaper in 2008, *Tallasse Times* (www.tallasseetimes.com), which reaches 20,000 weekly.

James W. Thomas is General Sales Manager & On-Air Personality for WTLS Radio 1300 AM & 106.5 FM. In this position, James oversees the station's sales and strategic marketing initiatives. James received a Bachelor of Arts degree from the University of Maryland in Business Management & Criminal Justice. James is a multi-ABBY Award winner and was named Who's Who in Black Detroit 2007/2008 and Who's Who in Black Houston in 2008.

Complete the registration form, and make payment to:

Tuskegee University
Continuing Education Program
Kellogg Conference Center
1 Booker T Washington Boulevard
Tuskegee, AL 36088

Classes will be held in the Kellogg Hotel and Conference Center and WTLS Radio Station in Tallassee. This is non-academic course. However, a CEU certificate of completion will be awarded for the successful completion of the course. Continuing Education reserves the right to cancel any class with fewer than ten (10) registrants. Registration is incomplete until all fees are paid in full.

You may use any of the registration methods. **By Mail:** Complete registration form and return it to the above address. **By Phone:** call Shari Stoudemire at (334) 727-8601 or email stoudemires@tuskegee.edu , **By Fax:** Fax a copy of the completed registration form to (334) 724-4199.

Course _____ **Day** _____

Name: _____ **Address** _____

City/State _____ **Work #** _____ **Office #** _____

Email: _____

Method of Payment: **Check** _____ **Cash** _____ (please do not mail cash)

Credit Card # **Discover** _____ **Visa** _____
MC _____

Name on Card _____ **Exp Date** _____

If payment by organization:

Name _____

Address _____

City / State _____

Phone _____

PO# (Purchase Order) _____