Assessment Date: 02/03/2014

Faculty Name(s): Tom Briseno, Bob Dochterman

1. Course Name and Number:
   Introduction to Electronic Media – BRDC 120

2. All Course SLOs from the Course Outline of Record:
   The student will:
   1. Demonstrate a basic understanding of electronic media industries and their position in society through multiple choice and essay testing.
   2. Differentiate between the varying structures and philosophies of electronic media organizations around the world.
   3. Analyze social and political implications of electronic media systems internationally.
   4. Examine alternate information distribution systems and their impact on both industry and consumer.

3. Specific Course SLO(s) assessed as part of this project
   1. Demonstrate a basic understanding of electronic media industries and their position in society through multiple choice and essay testing.

4. Assessment strategy or tool used in the assessment. (Describe below, and if applicable copy/paste any additional related documents at end of this form (i.e. Rubric, score sheet, test questions, essay assignment, etc.):
   Midterm and final exam questions relating to the SLO are attached at the end of this document.

NOTE: This will usually consist of things you are already using to evaluate student work, i.e. Final Exam questions, Final Essay, Final Presentation or Culminating Project, other Assignments, Portfolio Evaluation, Performance Assessment, Department Testing, Pre and Post Tests, Vendor or Industry Certification Examinations, Indirect Assessments (Student Surveys, Focus Group Discussions, Interviews), etc.

5. Specific aspects of the assessment tool which link up to specific Course SLOs being assessed (i.e. Which specific test questions measured which Course SLOs? Note: May describe with #4 above):
All of the attached test questions relate to the SLO being assessed.

6. Results and analysis of the data. (*Explain below and if applicably copy/paste any related documents, i.e. spreadsheets with data at the end of this document.***):  

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>38.4%</td>
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<tr>
<td>B</td>
<td>35.6%</td>
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<tr>
<td>C</td>
<td>19.0%</td>
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<tr>
<td>D</td>
<td>3.0%</td>
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<tr>
<td>F</td>
<td>4.0%</td>
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</tbody>
</table>

Test Grading Criteria:  
- A=90%-100%  
- B=80%-89%  
- C=70%-79%  
- D=60%-69%  
- F=0%-59%  

Overall grade distribution is an indication that this SLO is being successfully achieved.

7. Describe any faculty dialogue that occurred as part of the assessment process (i.e. Were results shared at a department meeting? Was there discussion about changing any SLOs? Etc.).

This assessment was completed by Bob Dochterman in consultation with instructor Tom Briseno. A course title and curriculum modification of BRDC 120 was approved by CAPAC effective spring 2011 term, evolving the class from Introduction to Broadcasting to Introduction to Electronic Media. The change enhances transferability and codifies inclusion of additional film, internet and emerging media content. The balance of the assessment tools relative to these additional areas of focus was discussed.

8. Next steps (i.e. any planned revisions to curriculum or teaching strategies to promote student success, future assessment plans, etc.):

Based on discussion above, it was determined that the updated course curriculum is being presented effectively. Testing will be analyzed to insure that current course curriculum is represented in a balanced manner. While current assessment tools are inclusive and effective,
they are a little broadcast-heavy and could benefit from some fine tuning. Modifications will be made this semester.

9. Results of implemented changes, if available at this time:

Not yet available.

Please save your finished document in the following format:
yyyysemester-sloa-courseid.doc
example: 2012fall-sloa-engl101c.doc

True /False BRDC 120 Midterm Name:

__1.  There are more TV stations than radio stations in the United States.

__2.  Generally, TV or radio stations on the East coast have call letters beginning with the letter “K”

__3.  The movie The Jazz singer was one the first films with sound.

__4.  All Media jobs are non union.

__5.  I Love Lucy was the first TV show to film episodes and rerun them

__6.  Network television is also known as "corporate TV."

__7.  Public television is funded solely by commercials.

__8.  DBS stands for "Digital Broadcasting System."

__9.  MMDS stands for "Multi-Million Dollar System."

__10. LPTV stands for "Low Power Television."

__11. Media jobs are very secure

__12. Most of the world has imported the bulk of its radio programming from the U.S.

__13. Film (movies) was a worldwide video standard.

__14. Digital over the air Television transmission is now standard in the
15. RIAA collects over the air music royalties
16. Mechanical scanning was an early form of TV broadcast
17. David Sarnoff didn't want RCA to develop TV because he thought it would replace radio.
18. During the "freeze" period, some major U.S. cities did not have any TV stations.
19. The first color TV system approved by the FCC was developed by CBS.
20. RCA is owned by ABC
21. The first military computer was Univiac
22. Red Channels are TV stations that run adult movies.
23. The all-channel receiver bill required that all radios must receive both AM&FM.
24. Quiz show scandals were the first TV controversies to require congressional hearings.
25. Marconi invented the Audion tube.
26. After the sinking of the Titanic, Congress passed the Radio Act of 1912, requiring anyone transmitting on the radio to obtain a license.
27. William Paley at one time was the president of CBS.
28. The original FM was developed by Edwin Armstrong.
29. At present, a larger percentage of audience listens to FM radio, than AM.
30. "Payola" refers to royalties paid to music publishers by broadcasters.
31. "The Blue Network" was one of NBC's two original Radio networks.
32. "Fireside Chats" were popular radio comedies.
33. The Communications Act of 1934 established the Federal Radio
34. "Radio press wars" took place when newspaper classified ads were read over the radio.

35. Many early educational radio stations went off the air due to technical interference.

36. Most college radio stations that train students are not affiliated with NPR or APR.

37. The Nixon administration wanted public television to concentrate on local programming rather than on national programming, so he reduced PBS funding.

38. Do Cable and Satellite providers pay to carry popular TV networks and channels.

39. Frequencies from 88.1 to 91.9 FM are reserved for non-commercial radio.

40. Senator Al Gore sponsored legislation that helped expand the Internet.

Short answers

1. Newton Minow is remembered for what?

2. What was the Telcom act of 1996?

3. Why did U.S. TV convert to digital?

4. Are HD and Satellite radio the same thing? Explain differences.

5. Who were the Lumiere Brothers?

6. What were Nickelodeons?
7. What is the MPAA?

8. What the best way to begin a media career (break into the business)

9. Name one Media union.

10. List one “below the line” and one “above the line” media job

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**BRDC 120 FINAL FALL 2013**

**True False**

1. Public radio stations produce their own programs because there are no public radio networks.

2. A TV station is more likely to have a personnel dept. than a radio station.

3. Paramount would be considered an example of a major production company.

4. TV Syndicators sell both off-net and first run syndication programs.

5. Local TV stations pay their affiliated networks for running their programs.

6. An O & O station receives both programming and financial control from a network.

7. Reality based shows are cheaper to produce than episodic dramas.

8. Soap opera stars are paid more per program than primetime TV stars.

9. The FCC requires that all TV and radio stations present editorials.

10. SNG has allowed local TV stations to gather news on a larger scale than they could with microwave trucks.

11. GAA means gross average audience

12. Cume is the number of different persons that tune to a station over a period of time.

13. LOT means how long people watch shows on a particular network.

14. An FM radio station requires more bandwidth than an AM radio station.

15. Regular phone lines can’t carry TV signals but fiber optics can.
16. The present American over the air digital TV systems employs both virtual and actual channels.

17. An advertiser that buys “run of schedule” or “total audience plan” would be able to buy the best times to run a spot.

18. When an advertiser buys time on a network program, its ads go everywhere that the network program does.

19. A make good spot is half paid for by a national advertiser and half paid for by a local company.

20. All stations and networks pay the same amount to receive ratings reports.


22. CPM means cost per million gross impressions upon the audience.

23. The FCC sets station sale prices.

24. Public figures have a tougher time winning libel cases than do ordinary people.

25. Section 315 of the Communications Act only applies to qualified candidates who have officially declared they are running for office.

26. News anchors that run for political office are exempt from section 315.

27. Under current copyright law, copyright protection for a particular work exists for as long as the creator lives (plus time for heirs).

28. Non commercial stations are subject to FCC fines for airing commercial content.

29. The RTDNA code states that journalists should respect everyone's right to a fair trial.

30. Paying someone for an interview is called "Checkbook Journalism"

31. A news producer would be considered a information "Gatekeeper."

32. ACT was founded to improve children's television.

33. SAG-AFTRA is a union for both television and radio performers and screen actors.

34. WGA is a union for theater technicians.

35. J. Walter Thompson is a talent agency.

36. NABET is a union for engineers and technicians.

37. Payola is legal but unethical.

38. More radio stations exist than do broadcast TV stations.

39. All U.S. TV Stations have been reassigned to new channels because of Digital TV.

40. 'Product Placement' occurs when commercially-sold or marketed products or items are written into the storylines of TV shows and movies, or used as props for the actors.

41. Television networks own rights to all programs that they air (including syndication).
42. Satellite radio is different than HD radio.

43. CBS 5 also operates KBCW (channel 44).

44. KRON is an NBC network affiliate.

45. KGO 810 is a sports station.

46. KCBS is the EAS station for the San Francisco bay area.

47. KNTV is an NBC owned and operated station.

48. KTVU also operates KICU (channel 36).

49. Sound exchange collects royalty fees charged by ASCAP.

50. Al-Jazeera is an Arabic network critical of Middle Eastern politics.