

## **RADIO/TELEVISION BROADCASTING & PRODUCTION**

The Radio & Television Broadcasting Program at the SAU Tech Career Academy offers a wide range of innovative, creative, hands-on experiences in radio and tv broadcasting. The program is designed to provide practical knowledge in preparation for the pursuit of a career in broadcasting. In addition, imagine attending the state's premiere multimedia education program and earning credit toward the Associates Degree in Multimedia Technology at SAU Tech! As if it couldn't get any better, students will also be a part of the KCAC 89.5 staff! KC89 is an FM radio station broadcasting 24 hours-a-day at 10,000 watts across south Arkansas. Students get hands-on experience as they maintain the daily operation of the station including on-air duties, production, promotion, and professional experience with music industry representatives.



The program also teaches practical knowledge in the fundamental understanding of video production principles including experience with video cameras, lighting instruments and techniques, microphones, script creation and basic editing. Students perform assignments on-camera as well as gain experience in video production from story conception to execution of the final video product.

### **Concurrent college credit earned at SAU Tech:**

1st Yr Students Fall Semester  
MM1133 Digital Image Making

1st Yr Students Spring Semester  
MM1203 Field Production &Editing

2nd Yr Students Spring Semester  
MM1123 Digital Animation

Students completing the sequence of concurrent credit courses earn the Certificate of Proficiency in Multimedia Broadcasting from SAU Tech. Concurrent credit also applies to the Associate of Applied Science Degree in Multimedia Technology: Film & Video Production Emphasis at SAU Tech.