



Duration:	6 weeks (double class)
Course:	Broadcasting Arts
Instructor:	Liz Janik

Course Objective: Students will become familiar with contemporary, commercial and college radio in Canada and the United States. They will be introduced the key 'new music' radio formats. Students will understand how music is selected and used by radio stations. Practical ways and means of getting their songs played will be explored.

Bio: Liz Janik has more than 25 years' in radio in Canada and the United States. She has experience in all formats including alternative, pop, dance, rock and urban. Notably, she programmed the #1 rated Alternative station in the US and helped develop the first Hip Hop station- Hot97 in NYC. She designed & launched 'Iceberg', the all-Canadian channel on Sirius Satellite Radio. She has consulted major and indie record companies in the US and Canada. She is also a professor at Ryerson.

In earlier years at CFNY-FM (now The Edge), she was a 'free-form' on-air host, able to choose the music she played. RUSH credited her show for inspiring their hit "The Spirit of Radio", a song about CFNY. She also created the first show featuring independent recording artists 'The Streets of Ontario', and became the Director of Canadian Music Development.

	Topics covered, not necessarily in the order below:
1	An Overview of Radio and Radio Formats • insight into the basic Radio Formats – Alternative, Pop, Rock, Urban, Soft, Dance
2	The Building Blocks of Radio • The elements of radio programming. • The internal structure of a radio station.
3	A Hit Song • What Makes A Song a Hit on the Radio? • The Chart Game vs. The Retail and On-Line Game
4	Getting Your Record On The Radio • What is the role of the Program director? Music director? • How do radio stations choose the songs they add? • Record Reps , Charts, Indie Promoters and 'Promola'.
5	Marketing & Promoting Your Music To Radio and the World • How to make contacts and maximize your exposure on radio.
6	Strategic Thinking Development: Position, Programming and Promotion multiplied by people: • Cutting through the clutter. Owning a position in the mind of the consumer.

Evaluation

Listening Assignment #1	10%
Listening Assignment #2	15%
Listening Assignment #3	15%
Final Exam	60%
Total	100%