



## AUDIO-RADIO PRODUCTION



SkillsUSA Championships Technical Standards

### PURPOSE

To evaluate each competitor's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of audio-radio production.

### ELIGIBILITY (TEAM OF TWO)

Open to a team of two (2) active SkillsUSA members enrolled in a career and technology education program with audio-radio production as an occupational objective.

### CLOTHING REQUIREMENT

#### **Class E: Competition Specific — Business Casual**

- Official SkillsUSA white polo shirt
- Black dress slacks or black dress skirt (knee-length minimum)
- Black closed-toe dress shoes

*Note:* Wearing socks or hose is no longer required. If worn, socks must be black dress socks and hose must be either black or skin-tone and seamless/nonpattern.

These regulations refer to clothing items that are pictured and described at [www.skillsusastore.org](http://www.skillsusastore.org). If you have questions about clothing or other logo items, call 1-888-501-2183.

*Note:* Competitors must wear their official competition clothing to the orientation meeting.

## EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
  - a. Theme and objective for production
  - b. Transportation to and from “on scene” location, if applicable
  - c. Facilities and power to edit final product
  - d. Audio equipment, cables, and connectors outside of required “competitor supplied” equipment
  - e. Additional/updated information to assist students in preparing for the competition may be posted online through the state competitions updates page.
2. Supplied by the competitors:
  - a. Portable digital audio recorder with removable recording media (A laptop computer may be used with interface)
  - b. Microphone with audio cable
  - c. Method of importing digital audio from field recorder to editing system
  - d. Audio editing software/system (use of laptops is strongly encouraged)
  - e. Writing implement (pen, pencil, marker, etc.)
  - f. USB flash drive, SSD, or SD Card
  - g. Scratch paper for notes
  - h. Full cover headphones (*not earbuds*)
  - i. Production music. Not provided by the committee.
  - j. Surge-protected power strip
  - k. All competitors must create a one-page resume. See “Resume Requirement” below for guidelines.

**Note:** Production music is *not* commercial music purchased in stores. It is music created for use in audio and video productions. Some production music companies are: Music Bakery, Production Garden, TM Studios, and Omnimusic. Production music may also be created using programs such as GarageBand, Soundtrack or ACID.

### RESUME REQUIREMENT

Competitors must create a one-page resume to submit online. SkillsUSA South Carolina competitors should submit their resume by the deadline published on the competition updates page of our website. Failure to submit a resume will result in a 10-point penalty.

Your resume must be saved as a PDF file type using file name format of “Last Name\_First Name.” For example, “Amanda Smith” would save her resume as Smith\_Amanda. If you need assistance with saving your file as a PDF, visit the Adobe website for more information.

Note: Check the Competition Guidelines and/or the updates page on the state website.

## **PROHIBITED DEVICES**

Cellphones, electronic watches and/or other electronic devices not approved by a competition's national technical committee are **NOT** allowed in the competition area. Please follow the guidelines in each technical standard for approved exceptions. Technical committee members may also approve exceptions onsite during the SkillsUSA Championships if deemed appropriate.

### **Penalties for Prohibited Devices**

If a competitor's electronic device makes noise or if the competitor is seen using it at any time during the competition, an official report will be documented for review by the Director of the SkillsUSA Championships. If confirmed that the competitor used the device in a manner which compromised the integrity of the competition, the competitor's scores may be removed.

## **SCOPE OF COMPETITION**

Each team will be composed of two (2) student members from the same school and same division, one specializing in Radio and the other in Audio Production. Aside from interviews, these should be the **ONLY** two voices "On-Air".

## **KNOWLEDGE PERFORMANCE**

A written knowledge exam will be given covering the standards and competencies listed on the following pages, including basic digital audio recording and editing, equipment, cables and connectors, and terminology.

## **SKILL PERFORMANCE**

The competition includes an assignment to produce a final project on site as determined by the national technical committee.

## **COMPETITION GUIDELINES**

### **Written Exam**

1. Competitors will take the exam as a team.
2. Competitors may use any textbook or other materials to prepare for the exam. The technical committee and NET recommend using one or more of the following textbooks:
  - a. The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects (written by Ric Viers, published by Michael Wiese Productions, ©2008, ISBN 1932907483)
  - b. Modern Radio Production: Production, Programming, and Performance (Seventh Edition, Hausman/Benoit/Messere, published by Thomson Wadsworth, ©2007, ISBN 0495050318)
  - c. Fundamentals of Audio Production (First Edition, McDaniel/Shriver/ Collins, published by Allyn and Bacon, ©2008, ISBN 0205462332)
  - d. Audio in Media (Eighth Edition, Alten, Published by Thomson Wadsworth, ©2008, ISBN 0495095680)

- e. Cyber College, ([www.cybercollege.com](http://www.cybercollege.com)). Use both the “TV Production” (TVP) and “Elements of Mass Communication” (EMC) online texts (TVP: the “Scriptwriting Guidelines” module and all of the modules in the “Audio” section; EMC: the modules in the “History and Development of Radio” section).

Competitors are encouraged to also use the standards and competencies found in this document to guide their studies.

### **Interview**

There will be a 10-minute Mock Job Interview that will be scored at 50 points of the total score.

### **Competition Assignment**

1. Audio and information will be gathered on location as needed to convey the assigned theme or objective.
2. Students are to fully produce (plan, write, voice, record, edit, render, etc.) up to a three (3) minute radio production such as a PSA, NPR-style soundscape, sound-rich/NPR-style news story, sound and interview only news story, etc. A 30-second and a 60-second ad spot will be produced and inserted into the production. The complete production requires students to demonstrate their ability to plan a project that meets a specific prompt and run time; gather, edit, and mix a variety of audio sources; and render the completed project to a specified audio file.
3. The completed production must meet the assigned run time and convey an adequate representation of the subject or theme.
4. Designated time periods over two days will be provided for script research and development, rehearsal of the script, generation of written copy, field recording, booth voiceover recording, and editing the final project. One hundred percent (100%) of editing should be done in the SkillsUSA Audio-Radio Production competition area.
5. Emphasis will be placed on:
  - a. Professional production of the audio-radio production by industry standards
  - b. Quality of the audio
  - c. Conveyance of the subject, theme, and information to the listener
6. Location of the competition will be determined by the national technical committee.
7. All teams will submit their projects, including final production and copyright/royalty free information on a USB flash drive with a file name and format chosen by the technical committee.
8. Competitors will demonstrate their ability to perform jobs or skills selected from the following list of competencies, as determined by the technical committee:
  - a. Demonstrate knowledge of audio production technology, including proficiency in digital audio recording, editing, and mixing.
  - b. Demonstrate knowledge of terminology for mic level, line level, dynamic range, microphone preamp, compressor/limiter, XLR cable, XLR connector, EQ, time-based processing, send, return, input, output, balanced, and unbalanced.
  - c. Demonstrate working knowledge of microphones, microphone preamps, compressor/limiters, EQ, send, return, level control, and digital audio editing on a DAW (Digital Audio Workstation).
  - d. Demonstrate proficiency in planning a radio production, including the proper commercial script form.

- e. Demonstrate knowledge of terminology for script, script form, copy, target demographic, live tag, intro, outro, format, 60-second spot, 30-second spot, PSA, broadcast, network, run time, voice over, FCC, and mic technique.
  - f. Demonstrate practical knowledge of scriptwriting, pre-production story development, radio advertising development, proper microphone technique.
9. Teams that do not turn in their produced audio-radio production and script within the time limit will have 20 points deducted from their final score, plus one (1) point for each additional minute past the deadline.
  10. Competitors should not arrive at the competition area any earlier than 15 minutes prior to the assigned session.
  11. Teams that are late to their assigned editing station will have that time deducted from their allotted time.
  12. The finished production must meet the run time determined by the competition committee (plus or minus one (1) second). Points will be deducted if the spot is outside the one-second tolerance.
  13. If a team experiences a problem with its equipment, it is the *team's* responsibility to fix the problem. *No extra time will be given for equipment problems.* Teams may choose to bring in a second editing system in case of equipment problems, but no extra space will be given for the second system. *The competition committee strongly encourages the use of laptops.*
  14. Teams may edit by using whatever software or method they choose, but they must supply their own equipment.
  15. State and regional competitions should mirror these requirements as closely as possible but may be adjusted to be completed in one day. Adjustments could include giving less time to complete the production and/or assigning a shorter run time for the assigned project. At the regional and state levels, this competition could also be run in partnership with the Television (Video) Production competition.

## **STANDARDS AND COMPETENCIES**

### **AP 1.0 — Plan an audio-radio production, including the proper commercial script form demonstrating digital audio recording, editing and mixing**

- 1.1. Demonstrate processes in digital audio recording
  - 1.1.1. Record natural sound on location characterizing the unique sound of that location
  - 1.1.2. Perform interview on location with an understanding of the purpose and goals of the audio-radio production
  - 1.1.3. Demonstrate proper techniques in writing the script inclusive of the target audience
  - 1.1.4. Demonstrate proper techniques in performing voice-over on location
- 1.2. Demonstrate processes in digital audio editing and mixing
  - 1.2.1. Perform digital audio editing and mixing using a standard application to change and enhance the audio for the target audience
  - 1.2.2. With full consideration of the script, choose and integrate the appropriate audio-radio elements to enhance the presentation for the target audience
  - 1.2.3. Define and give appropriate examples of the following audio-radio trade vocabulary: send, return, line level, mic level, analog, scrubbing, digital, mixer,

target group, demographics, live tag, format, run time, PSA, ASCAP, BMI, SESAC, SoundExchange, commercial, FCC, voice-over

**AP 2.0 — Demonstrate knowledge and use of cables and connectors used in audio-radio production**

- 2.1. Show use of the following audio connectors (male and female for each): XLR, 1/4" balanced, 1/4" unbalanced, and RCA/phono plug
- 2.2. Describe pin configuration of balanced cables
- 2.3. Describe pin configuration of unbalanced cables

**AP 3.0 — Implement the skills and knowledge needed to describe and demonstrate audio-radio production**

- 3.1. Differentiate major microphone designs
- 3.2. Describe directional characteristics
- 3.3. Identify and describe handheld and personal microphones
- 3.4. Microphone placement
- 3.5. Describe types and uses of various microphones
- 3.6. Describe phase cancellation
- 3.7. Describe methods of creating the stereo effect
- 3.8. Describe digital audio
- 3.9. Describe analog audio
- 3.10. Identify and describe communications systems

**AP 4.0 — SkillsUSA Framework**

The SkillsUSA Framework is used to pinpoint the Essential Elements found in Personal Skills, Workplace Skills and Technical Skills Grounded in Academics. Students will be expected to display or explain how they used some of these Essential Elements. Please reference the graphic, as you may be scored on specific elements applied to your project. For more, visit: [www.skillsusa.org/who-we-are/skillsusa-framework/](http://www.skillsusa.org/who-we-are/skillsusa-framework/).



**COMMITTEE IDENTIFIED ACADEMIC SKILLS**

The technical committee has identified that the following academic skills are embedded in this competition.

**Math Skills**

- Demonstrate the ability to do basic calculations involving time
- Demonstrate the ability to read and use a variety of clocks and stopwatches

**Science Skills**

- Use knowledge of sound and technological applications of sound waves

## **Language Arts Skills**

- Demonstrate use of such verbal communication skills as word choice, pitch, feeling, tone and voice
- Analyze mass media messages
- Demonstrate comprehension of a variety of informational texts
- Demonstrate persuasive writing
- Demonstrate informational writing
- Edit writing for correct grammar, capitalization, punctuation, spelling, sentence structure and paragraphing

## **CONNECTIONS TO NATIONAL STANDARDS**

State-level academic curriculum specialists identified the following connections to national academic standards.

### **Math Standards**

- Numbers and Operations
- Problem Solving
- Communication
- Connections
- Representation

*Source: NCTM Principles and Standards for School Mathematics. For more information, visit: [www.nctm.org](http://www.nctm.org).*

### **Science Standards**

- Understands the sources and properties of energy
- Understands the nature of scientific inquiry

*Source: McREL compendium of national science standards. To view and search the compendium, visit: <http://www2.mcrel.org/compendium/>.*

## **LANGUAGE ARTS STANDARDS**

- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes
- Students conduct research on issues and interests by generating ideas and questions, and by posing problems. They gather, evaluate and synthesize data from a variety of sources (e.g., print and non-print texts, artifacts, people) to communicate their discoveries in ways that suit their purpose and audience
- Students use a variety of technological and information resources (e.g., libraries, databases, computer networks, video) to gather and synthesize information and to create and communicate knowledge
- Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion, and the exchange of information).

*Source: IRA/NCTE Standards for the English Language Arts. [View the standards here.](#)*