

BROADCASTING – RADIO (RTVR)

Important: This program is unavailable for the September 2024 start date.

About the Program

In this two-year Broadcasting – Radio diploma program, you will experience engaging, hands-on learning that focuses on the principles of on-air presentation, script-writing and audio production. Your interest in radio broadcasting will blend well with the pre-professional training that you will receive in radio production and presentation.

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (2 Years)

Starts

September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Radio production
- Media writing
- Music programming
- Sales and marketing
- Copywriting for radio

Work Experience

Field Placement

You will benefit from the real work experience gained in one hundred hours of field placement in a professional broadcast setting. This component of the curriculum is both critical to your career success and a requirement for graduation.

Your Career

Graduates of the program can explore the following career options:

- Radio show host
- Producer
- Scriptwriter

- Promotional staff
- Positions in production houses, training departments and school boards

Affiliations/Associations

- Broadcast Educators Association of Canada (BEAC)
- Canadian Association of Broadcasters (CAB)
- Ontario Association of Broadcasters (OAB)
- Industrial Television Association (ITVA Canada)
- Radio Marketing Bureau (RMB)
- Corporate Television Association
- Radio-Television News Directors Association (RTNDA)
- Society of Motion Picture & Television Engineers (SMPTE)
- 105.9 THE REGION

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COM101 or COM111	Communicating Across Contexts Communicating Across Contexts (Enriched)	3
RAD101	Introduction to Radio Programming	2
RAD141	Media Writing	3
RTV101	Introduction to Broadcasting	2
RTV111	Radio Production I	3
RTV112	Introduction to Sound	2
RTV170	Introduction to New Media	2
RTV195	Announcing Skills I	3
Semester 2		
RAD172	New Media II	2
RTV201	Industry Relations	2
RTV211	Radio Production II	3
RTV212	Digital Audio	2
RTV295	Announcing Skills II	3
RTV518	Music Programming	3
plus: General Education Course (1)		3
Semester 3		
RAD142	Copywriting for Radio	3
RTV173	Advanced New Media - Radio	2
RTV225	Radio Promotions	3
RTV311	Radio Production III	3
RTV325	Sales and Marketing	3
RTV395	Announcing Skills III	3
RTV514	Radio News	3
plus: General Education Course (1)		3
Semester 4		
RTV411	Radio Production IV	1
RTV412	Radio Documentary	2
RTV494	Intro to Talk Radio	2
RTV495	Announcing Skills IV	3
RTV511	Radio Station Operations	3
RTV704	Media Issues	3

plus: General Education Course (1)	3
plus: Professional Option Course (1)	3

Professional Options

Semester 4

Course Code	Course Name	Weekly Hours
RTV143	Advanced Media Writing	3
RTV270	Improvisation Skills	3
RTV312	Advanced Digital Audio	3
RTV335	Sales and Marketing II	3
RTV595	Advanced Announcing	3
RTV614	Advanced Radio News	3

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Create radio productions and audio content, in studio and on location, using relevant broadcasting equipment and related industry technologies.
- Deliver, support and promote radio broadcast content via multiple platforms using a variety of media.
- Participate in the planning and preparation of programming content for a variety of radio formats.
- Monitor and evaluate the quality of radio broadcasts using appropriate relevant resources, tools and equipment which meet current industry standards.
- Assist in promoting the station's brand and generating revenues through a variety of marketing and advertising sales activities.
- Plan and prepare interviews, scripts and reporting content for use in radio broadcasts.
- Use business skills and accepted industry practices in the completion of tasks and projects.
- Keep current with the needs of the broadcast industry using strategies that enhance work performance and guide professional development.

- Perform all work in compliance with relevant statutes, regulations, legislation, industry standards and company policies.
- Present live programming on air to relay various types of information and stories in different formats.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course

Canadian citizens and permanent residents may satisfy the English requirements for this program through successful Seneca pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.