

# BROADCASTING (BRDC)

---

## BRDC 191 Special topics

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Format:** LEC

## BRDC 227 Principles of Audio Production

**Prerequisites:** JOMC 101

**Notes:** A production track course and prereq for BRDC 228 and BRDC 359.

**Description:** Theory and use of sound, audio production and vocal performance for electronic media applications. Write correctly and clearly for electronic media. Tools and technologies appropriate for electronic media applications using the college's FM radio station and audio production studios. Basic numerical and statistical concepts to understand audience measurement.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**Prerequisite for:** ADPR 350; ADPR 358; BRDC 328; BRDC 359; JOUR 400, BRDC 400

## BRDC 260 Media Writing and Content Development

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A.

**Description:** Writing scripts and preparing related materials for broadcast, cable and online production and presentation. Audience composition, research of topics and adaptation to delivery through multiple media platforms. Awareness of diverse audiences and legal and ethical considerations in preparation of written materials for electronic media.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**Prerequisite for:** JOUR 400, BRDC 400

**ACE:** ACE 1 Writing

## BRDC 269 Video Production

**Prerequisites:** JOMC 101; JOMC 130-134.

**Description:** Theory and practice of video production, including camera operation, audio control, writing and storyboarding, lighting, editing, and output formats and platforms.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**Prerequisite for:** JOUR 400, BRDC 400

## BRDC 291 Special topics

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Format:** LEC

## BRDC 328 Television Production

**Prerequisites:** JOMC 101, JOMC 130-134, BRDC 227, BRDC 260 and BRDC 269.

**Description:** Concepts, theories, technologies, and techniques needed for planning, scripting, producing, directing, and performing in professional multi-camera remote and in-studio television programs, interview shows, and demonstration shows. Directing, switching, and operating studio equipment.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**Prerequisite for:** BRDC 360

## BRDC 329 Jacht Ad Lab

**Prerequisites:** Permission

**Description:** Produce edited video content to meet client needs for student-run ad agency known as Jacht Ad Lab.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LAB

**Offered:** FALL/SPR

## BRDC 359 Cinematography-Videography

**Prerequisites:** Junior standing; JOMC 130-134 or JOMC 160; BRDC 227.

**Notes:** A production track course and prereq for BRDC 462.

**Description:** Concepts, theories, technologies and techniques needed for planning, scripting, shooting, and editing different genres and styles of professional, single-camera video productions, features, music videos, instructional videos, commercials, and drama. Composition, continuity, sequencing, aesthetics, and audiences. Operation of professional video cameras and non-linear editing and graphics software.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

## BRDC 360 Broadcast Writing

**Prerequisites:** BRDC 228. JOMC 130-134

**Notes:** A production track course and prereq for BRDC 462.

**Description:** Writing scripts and preparing materials for broadcast, cable, and video streaming production processes. Audience composition thorough research of topics, and adaptation to concurrent delivery through multiple mass media technologies. Awareness of diverse audiences and use of statistics.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**Prerequisite for:** BRDC 375

**BRDC 370 Broadcast News Writing**

**Prerequisites:** JOUR 202. JOMC 130-134. Junior standing.  
**Notes:** A news track course and prereq for BRDC 371 and BRDC 472.  
**Description:** Clear and correct writing principles. Journalistic research techniques. Use of new tools and technologies to create broadcast news content for KRNU radio and other broadcast outlets.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Prerequisite for:** BRDC 371; BRDC 375

**BRDC 371 News Videography**

**Prerequisites:** JOUR 202. JOMC 130-134 or JOMC 160. BRDC 370  
**Notes:** A news track course and prereq for both JOUR 302 and BRDC 372.  
**Description:** Produce a news story worthy of airing live during Star City News. Produced live newscast aired in Lincoln. What is news. How to make contact with news makers. How to perform interviews. How to write a news story with a beginning, a middle, and an end. How to shoot and edit the video that supports the story.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Prerequisite for:** JOUR 450

**BRDC 372 Broadcast News Writing, Audio and Video**

**Prerequisites:** JOMC 130-134; JOUR 200A and JOUR 200B  
**Description:** Produce audio and video stories in broadcast news style for broadcast and digital outlets.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Offered:** FALL/SPR  
**Prerequisite for:** JOUR 400, BRDC 400

**BRDC 375 Sports Broadcasting**

**Prerequisites:** BRDC 360 or 370  
**Description:** Broadcast sports reporting. Play-by-play sports reporting.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC

**BRDC 376 Television Sports Reporting**

**Prerequisites:** JOMC 101 or SPMC 150 and JOMC 130, 131, 132, 133 and 134  
**Description:** Producing sports stories and information through a variety of sources, including television, social media and on the web.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LAB  
**Offered:** SPRING

**BRDC 391 Special Topics**

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.  
**Description:** Topics vary each term.  
**Credit Hours:** 1-4  
**Min credits per semester:** 1  
**Max credits per semester:** 4  
**Max credits per degree:** 12  
**Format:** LEC

**BRDC 400 The News Lab**

**Crosslisted with:** JOUR 400  
**Prerequisites:** JOMC 101, JOMC 130-134; JOUR 200A; JOUR 200B or BRDC 227, 260 and 269; two of the following: BRDC 372, JOUR 302, 303, 304, 306, 307 or 346; and permission code.  
**Notes:** Topics vary.  
**Description:** Produce content for publication with depth, exploration, and substance across multiple platforms by applying journalistic skills in a semester-long project.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LAB  
**Offered:** FALL/SPR  
**ACE:** ACE 10 Integrated Product

**BRDC 429 Jacht Student Ad Agency**

**Prerequisites:** Permission.  
**Description:** Produce edited video content to fit individual clients needs.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LAB  
**Offered:** FALL/SPR  
**ACE:** ACE 10 Integrated Product

**BRDC 433 Digital Motion Graphics**

**Crosslisted with:** BRDC 833  
**Prerequisites:** Upper class standing and successful completion of JOMC 130-134  
**Description:** Creating digital motion graphics and animation using compositing and animation software. Covers project creation, techniques, workflow management, and related post-production work.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LAB

**BRDC 454 Broadcast Management**

**Crosslisted with:** BRDC 854  
**Prerequisites:** Senior standing and major in broadcasting.  
**Description:** Organizational and management procedures as they relate to the telecommunications media.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC

**BRDC 462 Advanced Production****Crosslisted with:** BRDC 862**Prerequisites:** BRDC 228, BRDC 359 and BRDC 360**Notes:** Capstone course in the production track.**Description:** Produce multiple long-form, edited television programs to be distributed to a mass audience. Directing a weekly, live, thirty-minute television studio newscast. Advanced operation of studio equipment, graphics software and non-linear editing equipment. Prepare demo materials for a professional portfolio.**Credit Hours:** 6**Max credits per semester:** 6**Max credits per degree:** 6**Format:** LEC**ACE:** ACE 10 Integrated Product**BRDC 472 Advanced Reporting****Crosslisted with:** BRDC 872**Prerequisites:** BRDC 369 or BRDC 371, BRDC 370, and JOUR 202**Notes:** Capstone course in the news track.**Description:** Produce multiple live weekly newscasts with anchors (news, sports, entertainment, social media) to be distributed to a mass audience. Advanced reporting skills, knowledge of graphics software and non-linear editing equipment. Prepare demo materials for a professional portfolio.**Credit Hours:** 6**Max credits per semester:** 6**Max credits per degree:** 6**Format:** LEC**ACE:** ACE 10 Integrated Product**BRDC 473 Broadcast Documentary****Crosslisted with:** BRDC 873**Prerequisites:** Senior standing in broadcasting; BRDC 472.**Description:** Depth reporting and advanced production techniques necessary for the preparation of a broadcast documentary program.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Format:** LEC**BRDC 477 Broadcast Performance****Description:** Improve communications skills by gaining experience performing in front of live camera. Learn how to control nerves, voice, mannerisms. Daily tapings and critiques.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Format:** SDO**BRDC 491 Special Topics****Crosslisted with:** BRDC 891**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.**Description:** Topics vary each term.**Credit Hours:** 1-4**Min credits per semester:** 1**Max credits per semester:** 4**Max credits per degree:** 12**Format:** LEC**BRDC 495 Broadcasting Internship****Prerequisites:** Permission**Description:** Broadcasting-related internships, paid or unpaid, will provide students with an opportunity to enhance their professional skills while contributing meaningful work and expanding their career networks.**Credit Hours:** 1-3**Min credits per semester:** 1**Max credits per semester:** 3**Max credits per degree:** 3**Format:** FLD**BRDC 496 Independent Study****Prerequisites:** Permission**Description:** Independent study; topic and assignments to be arranged between a student and supervising faculty member.**Credit Hours:** 1-24**Min credits per semester:** 1**Max credits per semester:** 24**Max credits per degree:** 24**Format:** IND