# WVFS Audio/Video Broadcasting

## Expansion Tools for Video Recording and Podcasting

### WVFS Tallahassee 89.7FM (V89)

### College of Communication and Information

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## Project Description

This is a proposal to acquire the equipment necessary to add video and podcasting capabilities to the multitrack recording studio at WVFS Tallahassee, the FSU student-run radio station. Such capabilities will allow for real time recording of all live in studio performances, interviews, selected recording sessions, and the creation of podcasts for distribution on the station's multimedia platform, including the capability of generating podcasts of select shows that currently air, as well as new shows for podcast only. Adding these capabilities, along with the creation of a post-production space, will provide the ability and opportunity for students to learn essential skills for the changing landscape of media content creation and broadcast, and will help to lay the foundation for a certificate program in broadcasting.

## Impact of This Project on Instruction

On air since 1987, WVFS Tallahassee 89.7FM – 'The Voice of Florida State' – is an Affiliated Project of the Florida State University Student Government Association and the College of Communication and Information. WVFS (aka 'V89') is an award-winning, nationally recognized, non-commercial, educational, public radio station broadcasting with 7000 watts terrestrially and streaming globally at wvfs.fsu.edu. The mission of WVFS is to provide diversity in radio programming for the Florida State campus and surrounding Tallahassee community while serving as a top-notch training facility.

As a federally licensed radio station, students working with WVFS help maintain live 24/7 broadcast, gaining real world experience in all facets of radio operations, including Announcing, Writing, Production, News, Sports, Development, Public Relations, Social Media, and live Sound and Video Recording. WVFS helps students build technical, industry, and leadership skills, and provides a platform for participation in a face paced, diverse, professional environment that affords vast opportunities for personal and professional growth. WVFS typically hosts approximately 200 student staff members per semester, from all majors, grade levels, and backgrounds, and no experience is required (all training is provided on site). WVFS provides different course options in addition to service hours, and aims to serve the entirety of the student population, as well as Tallahassee and surrounding communities.

WVFS provides an important service for the campus and community that includes airing the best in music, specialty programming, news, sports, public service announcements, and campus affiliated and community information—all while allowing students direct formative experience. For over three decades, the station has welcomed thousands of students, many of whom have gone on to successful positions in all facets of the radio, television, recording, production, publishing, and entertainment industries. WVFS has tens of thousands of listeners/fans (locally, nationally, and around the globe), and has provided the University and local community with decades of quality programming and incalculable service and promotion.

This proposal will help provide students greater opportunity to learn and build skills in live video and audio recording, podcast creation, post production, and developing/hosting multimedia content. Podcasts of various shows and videos of in-studio performances, interviews, and recording sessions will be hosted on wvfs.fsu.edu and other station social media outlets, and will provide students portfolio content. The initial intended outcome is students will learn essential media industry skills, including how to create, record, produce, and craft—start to finish—podcasts and live musical performances/interviews. That content can then be hosted and distributed as multimedia web content. Ultimately, the goal is to establish a certificate program in audio/video broadcasting and podcasting.

## Courses that will offer training in video/audio recording include:

**RTV 4800 – Radio Broadcast Operations and Management:** This course explores the purpose, function, organization, and management of broadcast operations with an emphasis on advanced application, understanding, and skills building, including radio work and day-to-day broadcast operations with an emphasis on special individual projects in the application, study, or research pertaining to radio broadcasting. Intended enrollment is 20-30 students per semester, and we will seek to accommodate more as interest rises. *(Qualifies for Liberal Studies Formative Experience credit.)*

**RTV 3941 – Radio Practicum:** This course accommodates entry level trainees as well as advanced application of skills, offers introductory to intermediate hands on experience in radio station operations, and consists of radio work and day-to-day broadcast operations with an emphasis on practical application in management and other roles pertaining to radio broadcasting. May be repeated to a maximum of nine semester hours. Intended enrollment is 20-30 students per semester, and we can accommodate more as need arises. *(Qualifies for Liberal Studies Formative Experience credit.)*

**COM 4905 – Directed Individual Study:** Select Radio/Broadcast Projects for advanced students/study. Enrollment is open to all students.

**COM 4930 – Special Topics in Communication:** Special topics based on different facets of radio broadcast, podcast creation, and advanced elements of audio/video production.

This work will take place primarily in the WVFS Recording Studio, and in an adjacent space (we hope to convert into an editing bay). Participation in the station is open to all students, and participation in studio work, including video recordings, is offered to those taking class credit and or willing to learn the process of studio audio/video recording and podcasting. Those taking class credit at the station are afforded first opportunity and expected to participate in special projects (including video work, content creation, and other promotional efforts), but the opportunity is open to any FSU students who would like to participate and are willing to work (so it is open to the entire student enrollment). The direct benefit will serve the learning/experiential work of students, including Communication majors/minors, and students in other majors looking to learn about and build skills in broadcast. Beyond that it will serve students as they move into the work force (as portfolio material), and will serve all station staff via exciting content that highlights and elevates the station's profile. Likewise, the goal is to establish a certificate program of required coursework/credit hours students may earn through successful participation and completion of the program.

## Project Plan

**Summer 2019:** Review and make purchase decisions on video and computer equipment. Depending on date of award and the fast-pace of technological advancement, newer/slightly varied products may be more suited at time of purchase, but will overall remain consistent with this request. Establish video recording protocol, requirements, and expectations for student participants.

**Fall 2019:** Implement live video recordings as part of RTV class project/s options, recording special studio sessions and Monday night *Hootenannies*. Begin framework for podcasting. Train, mentor, supervise students. Have students work with Faculty Director, Studio Manager/Sound Engineer, and other departmental members during recording sessions to capture video recordings (simultaneous to audio) for editing/post production/final creation of content, and with PR Team to plan placement and promotion. Brainstorm ideas and structure for podcasts of already existing programs and potential show ideas exclusively for podcast.

**Fall 2019/Spring 2020:** Determine required coursework/credit hours for Certificate in Broadcast, and submit all necessary materials through the proper Academic Affairs channels for review and approval.

**Spring 2020:** Host finalized content on WVFS social media sites, including the station's official website, Facebook, Instagram, Tumblr, and YouTube pages.

**Fall 2020/Looking Ahead:** Continue to grow the station's and participating students' ability to produce and promote multimedia content, both in house and remotely (via studio recordings, creative videos, and podcasts), and have an established/approved certificate program with approved coursework that will both enhance students collegiate experience and marketable credentials.

## Relationship of This Project to Other University Activities

WVFS hosts students from every corner of campus, and works closely with the Student Government Association, helping to promote the activities of all other student organizations and all FSU affiliated projects and events, collaborating with parallel organizations like Union Productions, Club Downunder (hosting in house interviews and performances by visiting regional and national acts that will be captured during such sessions), and Student Life Cinemas, hosting musical performances of School of Music faculty and students, featuring live local/regional bands/artists of all genres on the weekly show *Hootenanny*, and hosting touring acts for special (live) *Album Sides at 5*, *Artist Features*, *12 O'clock Takeovers*, etc. Volunteers and credit takers at the radio station come from Communication (where students are able to earn credit directly toward the major), as well as from all other majors (where students may earn elective credits toward graduation and servscript hours). Additionally, Editing, Writing, and Media students who regularly work with the station are and will be invited to help craft related web content (to accompanying/provide context for recordings, in studios, and podcasts). Beyond direct and overlapping collaborations that currently exist and will continue to result in potential content, the station sends News and Sports staff to cover and report on campus/community events and all major FSU sporting events, providing the opportunity for interested students to learn and build experience 'in the field.' This project allows WVFS to continue to expand the role of traditional radio, helping to transform the station's presence via a multimedia platform, and the student experience by allowing them to keep pace with training in the latest technologies and techniques. We hope to extend video

recording opportunities not only in music and live performance, but also in News and Sports, as we establish means and space for this new undertaking, including podcast education and training.

Students working at WVFS often work simultaneously (and or go on to work) with local and campus affiliations such as WFSU, ESPN Radio, The Florida Channel, Union Productions/Club Downunder, Student Life Cinemas, Seminole Productions, local Television affiliates, and other professional outlets in the Tallahassee community (and from there on to national organizations like NPR, promotional and production companies, etc.).

This additional technology expands opportunities for students while also potentially increasing recruitment of students interested in audio and visual recording, storytelling, and podcasting, and the further placement of graduates in related fields.

## Plan for Ongoing Support

The cost of this initial request exceeds the entire yearly expense budget of WVFS by nearly $5000. Therefore, such an undertaking will not be possible without the support of outside funding (which is why we are seeking your assistance). To supplement this grant, we hope to purchase at least a third iMac computer for editing, editing software, and additional equipment (microphones, mic stands, headphones, work stations, etc.) to set up a lab space for post-production (that will be done by transforming current workspace for new use). In addition to the work of the General Manager, this will be accomplished through the efforts of part time paid professionals (the station Engineer, Systems Administrator, and Studio Manager) and volunteers. All faculty and staff involved in the undertaking are already funded through existing sources, so no additional funds are necessary for salary/pay.

Once established (with the help of this grant), we hope to maintain and purchase additional equipment on an ongoing basis through normal station budgeting (through the Student Government Association), through use of self-generated Foundation funds (through the School of Communication/CCI), and to augment through requests for supplement funding via Sweepings and Central Reserves (when available).

## Description of the Project Team

Misha Laurents, Ph.D., is a Teaching Professor in the School of Communication and the General Manager/Faculty Director of WVFS Tallahassee. Having worked at the station for 26 years, and having taught all station RTV courses for nearly two decades, she has extensive experience in equipment purchase and working closely with students to ensure a quality hands on learning experience, helping students see projects through from inception to completion while maintaining all aspects of the broadcast facility.

Andy Opel, Ph.D., is a Professor and the Director of the Digital Media Production Program in the School of Communication and has taught multiple video production courses, led multiple video teams on special projects, and is able to help students develop the skills necessary to produce high caliber video content.

Brain Graves, Ph.D., and Malia Bruker, MFA, Assistant Professors in the Digital Media Production Program who are able to teach and mentor in all aspects of video production.

Lon Beshiri, WVFS Studio Manager/Sound Engineer, who is able to manage and mentor during live recording sessions.

Yet unnamed current and future students who will make up V89 video, audio, and podcasting teams.

Yet unnamed bands/artists who will perform in studio, allowing WVFS to record audio and video for said use.

## Budget and Budget Explanation

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| Blackmagic ATEM 4K Studio Switcher<br>(https://www.bhphotovideo.com/c/product/1007191-REG/blackmagic_design_swatempsw1me4k_atem_1_m_e_production.html) | $2495 |
| 3 Panasonic DVX200A 4K Cameras (3 @ $3495)<br>(https://www.bhphotovideo.com/c/product/1142844-REG/panasonic_ag_dvx200_4k_integrated_lens.html) | $10,485 |
| 2 Apple iMac Computer Editing Stations (2 @ $2099)<br>27", 3.8GHz Processor, 2TB HD<br>(https://www.apple.com/us-hed/shop/buy-mac/imac/27-inch) | $4198 |
| 3 Libec Studio Tripods (3 @ $1309)<br>(https://www.bhphotovideo.com/c/product/937634-REG/libec_lx10_studio_lx10_s_2_stage_aluminum.html?sts=pi) | $3987 |
| Eartec 4 Person Intercom System<br>(https://www.bhphotovideo.com/c/product/1269360-REG/eartec_ul4s_ultralite_4_person_headset.html) | $635 |
| Misc. Cabling<br>(HDMI, XLR Audio cables etc.) | $300 |
| **Total:** | **$22,100** |

This budget is a snapshot of the currently available technology, and will serve to compliment the tens of thousands of dollars already invested in the multitrack recording studio and the hundreds of thousands invested in the station over all these past three decades. All prices are based on commercial retail and do not reflect the Florida State Discount from these vendors. This discount is usually between 5-10%. The three-camera studio format, with a central real-time switcher and computer editor are core components of studio production, and this lightweight, portable set up will allow for flexible productions in-house, for use in what we hope will be a new (and exclusive) podcasting studio (adjacent to the station in Diffenbaugh), and for remote location productions.

Thank you!