

MONTGOMERY TOWNSHIP BOARD OF EDUCATION
2013-14 BUDGET
NEW PROGRAMS

BUILDING/DEPT: Montgomery High School / Communications

PROGRAM DESCRIPTION:

This semester long course is designed to provide M.H.S. students with experience in radio broadcast delivered to the public via internet streaming. Students will gain experience in the everyday running of an internet based radio studio utilizing both live as well as pre-recorded formats. Students will develop skills essential to the following positions: on-air talent, producer, public relations/marketing, studio engineer, etc.

Students will be responsible for programming the day's music/promos as well as developing weekly live broadcast shows revolving around various genres of music, talk show format, and the eventual airing of live MHS sports & event broadcasts.

Utilizing a project based, student driven curriculum, M.H.S. students will gain an appreciation for various aspects of radio broadcasting, ultimately realizing how significant these concepts are to all careers within the realm of communications.

Course Name: Communications Technology: Radio Broadcasting

STATEMENT OF NEEDS:

In order to take our Communications Technology program to the next level, extending our course offerings into radio broadcasting is essential. Expanding into the area of radio broadcasting will allow us to better prepare our students for majoring in communications as well as eventual entry into communications careers. Furthermore, the addition of this radio program will allow M.H.S to not only showcase its ability to better prepare our students for 21st Century Careers but to also provide our students with a significant advantage over other area schools post-graduation.

Finally, it is a requirement of M.H.S. that all students have at least 5 credits in career based applications. In order for our students to be able to fulfill these requirements, it is imperative that we offer enough career based electives.

Detailed Budget of New Program

Description	Account Number	Cost
Streaming Internet Radio Studio Kit Erickson Broadcast Sales Corporation www.ebsradio.com		\$16,950.00
Barracks Remote System (Broadcast any school event from a networked area)		\$1000.00
Shipping for above two products		\$650.00
Initial Music Library www.tmstudios.com (2000 Songs + Hard Drive + Shipping)		\$2500.00
Music Library Updates (30 new songs per month)		\$150.00 per year
Music Licensing (BMI, ASCAP, SECAC & SoundExchange) 1000 Listener hours per month Streaming service included www.live365.com		\$147.00 per month
Set up fee for music licensing		\$199.00
		<u>Total \$23,213.00</u>
Cost after one time set-up		
Music Licensing \$150.00 per year		
Music Licensing \$1764.00 per year		Total \$1,914.00

Proposed Reallocation of resources in order to fund this proposal:

Reallocation of resources in the amount of \$23,213 to fund this one time set up is not possible. However, once the first year is complete the yearly operating cost will total \$1,914.00.

Submitted by