Broadcasters and Sportscasters Mentoring Group

School Catalog

01/01/26 to 12/31/26

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MISSION STATEMENT

"To prepare and equip aspiring broadcasters for success."

The Broadcasters and Sportscasters Mentoring Group (BSMG) is dedicated to preparing and equipping students to become successful professional radio broadcasters.

This preparation and equipping for broadcasting success is a two-step process.

- ✓ Develop essential broadcasting skills required of working broadcasters and sportscasters withineach student, and
- ✓ Ensure that each student is able to develop a network of influential industry contacts.

Vision Statement

BSMG's forward-thinking, learning strategy is intended to launch media careers. Blending traditional teaching methods with experience from industry insiders delivers the edge students need to become professional radio broadcasters.

BSMG teaches solid production values and broadcasting skills; nurtures budding talent; and increases capacity to work in the broadcast industry. BSMG considers mentoring as the best way to guide students.

Certificate Program Overview

BSMG uses a mentor-apprentice modality for learning, delivering a unique, hands-on, and individualized education in broadcasting. Currently, BSMG offers four certificate programs:

Program Title	Clock Hours	Award
Broadcasting/Sportscasting Mentorship Certificate Programs (hybrid)	246	Certificate
Broadcasting/Sportscasting Mentorship Certificate Programs (hybrid)	306	Certificate
Virtual Broadcasting/Sportscasting Mentorship Certificate Programs	246	Certificate
Virtual Broadcasting/Sportscasting Mentorship Certificate Programs	306	Certificate

Asynchronous Learning Modality

BSMG's programs of study are asynchronous and delivered online and/or via the U.S. Postal Service. Asynchronous learning is teaching and learning that occurs when the interaction between the mentor and the student is not constrained by time and place.

To increase student body inclusion and maintain retention rates, BSMG is committed to ongoing research on the subject of collaborative learning techniques to promote social interaction and facilitate a positive influence on learning, motivation, and problem solving. BSMG employs the learning management system, Moodle, to power and deliver its distance learning curriculum (materials can also be delivered via the U.S. postal service). This type of virtual classroom and teaching structure offers asynchronous learning equivalent to synchronous programs. BSMG's curriculum was developed specifically around asynchronous learning and

incorporates multimedia training materials, books, tutorials, real time discussion, and structured socialmedia interaction to provide a comprehensive education.

Facilities

The institution's administration and academic support functions are located at 5956 Ruthwood Drive, Calabasas, CA 91302 less than one mile from the Ventura Freeway (I-101) in the office/home of the owner and founder of BSMG, Michael Madden. The structure is a 2009 square foot single family home of which approximately 650 square feet is dedicated to BSMG and includes restroom facilities, adequate lighting, air conditioning, and office and meeting space. There is street parking for visiting mentors and students.

All instruction takes place both online at **www.bsmgbroadcastingschool.com** and in a local radio station nearby the student. All students are trained by a professional broadcaster from that radio station.

Regular Administrative Office Hours

Monday through Friday from 9 a.m. to 7 p.m. PST and Saturdays from 10 a.m. to 2 p.m. PST.

Local Nontraditional Learning Environment

Mentor

BSMG contracts expert broadcasters currently employed at local radio stations as mentors. A mentor provides the student with the crucial keys for developing essential broadcasting skills required of working broadcasters and building a career in radio broadcasting.

Schedule

Each program is individualized and adapted to the student's skills, talents, schedule and availability. Time spent with mentors is flexible enough to accommodate any schedule.

Training Components

Practical Training

The programs provide students with a combination of production values and techniques, up-to-date and trending skill development, expert mentor guidance and critique in real-time as well as supplemental training materials to give the students the ability to develop, produce and host their own radio show.

Supplemental Training Materials

BSMG provides multimedia training materials, books, and online or DVD tutorials to reinforce mentor instruction at no additional cost to students.

Contact Development, Networking, Job Placement

During training, students are prepared to succeed beyond their training program and throughout their careers.

- Every BSMG student receives access to industry insiders and decision makers and learns how to develop relationships with them.
- Students receive direction and support about how to effectively interview for a job in themarket.
- BSMG provides graduates with lifetime access to its online job board.
- BSMG grants graduates online space to post a demo portfolio for potential employers to screen on-demand.
- Students who graduate from BSMG can gain employment, based on the US Dept. of Labor's Standard Occupational Classification codes as: 27-3011 Broadcast Announcers and Radio Disc Jockeys; 27-3023 News Analysts, Reporters, and Journalists; 27-3099 Media and Communication Workers, All Other; 27-4011 Audio and Video Technicians; 27-4012 Broadcast Technicians; 27-4014 Sound Engineering Technicians

ADMISSIONS POLICIES

Prospective Students

BSMG provides intensive broadcast training and prospective students must agree to dedicate themselves to every aspect of their program.

- Prospective students need to commit to at least 10 hours per week dedicated to in-studio radio station training, developing and hosting a show, and studying supplemental training materials.
- Students will observe and assist live radio broadcasts learning production values, skills, anddelivery
- Students will assist their mentor in various aspects of day-to-day radio operations.

Admission Criteria

Admission consideration is granted to prospective students provided they are high school graduates, or have earned a high school equivalency certificate (GED) if available and are at least 18 years old. Applicants younger than 18 years without a high school diploma are required to have a parent, legal guardian, or spouse of legal age cosign the enrollment agreement.

English Language Requirement

It is required that all applicants demonstrate English-language proficiency during their telephone

interview with Chief Academic Officer. Candidates will be judged on their ability to speak English proficiently. Though it should be obvious whether a student has sufficient comprehension of the English language, in certain circumstances where there may be sufficient doubt, the school will reserve the right to require an applicant to take a TOEFL exam. In such instances the applicant will be required to present documentation of a score no less than that recommended by the test publisher to represent a good command of the English language. A minimum score of no less than 550 will be accepted.

Notice Concerning Transferability of Credits and Credentials Earned at Our Institution

The transferability of credits you earn at the BSMG is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending the BSMG to determine if your certificate will transfer.

ACADEMIC REQUIREMENTS

BSMG defines student's satisfactory completion of academic requirements through participation in discussion opportunities, assignment and testing completion. Students complete all course work at their own general pace but are subject to the schedule determined for each cohort. Permission to make up work is left to the discretion of the instructor and mentor.

Grading

While these programs are self-paced, it is highly recommended that students complete the assignments each week so they do not fall behind. Grades/Evaluations will be available online within one week after submission.

Students should complete short assignments prior to their next in-studio training session.

Late Work Policy

Students will not be penalized for late assignments, but will not be able to turn in assignments after the 6-month period is completed.

Points Earned	Final Grade
1080-1200	A
960-1079	B
840-959	C
720-839	D
<719	F

Students must spend at least 240 hours with their mentor to receive a perfect grade. Students will contact their mentor via phone, email, or in-person at least every two weeks. Students should spend on average 10 hours per week in communication with their mentor. Students will keep a logbook of time spent with their mentor and must make sure to record their time spent in email, phone, and in person. Mentors will verify their hours.

Mentor Hours	Final Grade
216-240	A
192-215	B
168-191	C
144-169	D
<143	F

Letter Grade

Final grades for these programs will be an average of the percentage of points earned in the didactic portion of the program and the number of hours spent with the mentor.

Attendance Policy

Students must contact the Chief Academic Officer within the first week of class. Contact can include phone, email or course logon. Failure to contact is failure to attend. Students must interact with mentor via telephone, email, Web, or in person during every two-week period of the term. Failure to contact according to this schedule is considered excessive absence.

Failure to Meet Academic Requirements

When a student does not meet the program requirements, the course must be retaken and the student will be placed on academic probation. If, after the probationary period, a student cannot meet the basic requirements, they will be dismissed from the program and need to reapply to attempt the program at another time.

If extenuating circumstances prevent a student from keeping pace with their cohort or meet the attendance and participation policies, a leave of absence may be granted.

Student and Curriculum Information Data

BSMG digitally maintains and stores all curriculum and instructional material, student data, and other administrative information onsite. In addition, all data is backed up daily to an offsite server.

Leave of Absence

Students may request a leave of absence to preserve their enrollment status. Each case will be evaluated

individually. Interruption of study will receive approval only for well-documented unforeseen circumstances that affect the student's ability to complete required coursework.

A student must make a formal leave of absence request by email or registered mail. The Chief Academic Officer will evaluate the circumstances and make final approval or rejection. If approved, the original enrollment contract must be modified and a revised completion schedule developed.

Library Services

BSMG developed and maintains a web based digital library designed to support the school's asynchronous post-secondary education learning modality. It is the primary library service available to students providing resources relevant to the curriculum. Its function is to sustain the intrinsic teaching,learning, and research requirements and goals. Further, BSMG is committed to the development and periodic review of formal, documented, written agreements with the offsite, unaffiliated libraries that provide library services to BSMG students and members of its faculty, and the periodic review of the availability of certain public domain electronic libraries.

Additional Resources

While these resources are not required, they are highly recommended: www.allaccess.com .All Access site boasts of the largest radio and music industry community.www.arbitron.com or www.nielsen.com Arbitron is the industries go to place for radio reports and statistics. Recently taken acquired by Nielsen it's a good place to do your research. www.fcc.gov. The Federal Communications Commission regulates interstate and international communication by radio, television, wire, satellite, and cable.

STUDENT SERVICES

Student Rights

Students have the same rights and protections under the Constitutions of the United States and the Stateof California as other citizens. These rights include freedom of expression, press, religion, and assembly. Students have the right to be treated fairly and with dignity regardless of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, height, weight, or veteran status.

Student Activities

Student life in an asynchronous learning setting is achieved through in-studio training, social interaction in real time discussion groups, participation in social media initiatives, and email correspondence. This encourages peer socialization through experiences and discussions outside theregular learning environment.

Graduate Support

BSMG will provide students with graduate assistance. These services include placement opportunities, resume preparation, job search guidance, and interview advisement and techniques. BSMG does not

guarantee employment to any student upon graduation. BSMG does provide all graduates with assistance regarding placement opportunities, resume and demo tape preparation and construction, job search assistance through our company owned TVandRadioJobs.com website, interview counseling, and job interview techniques. Placement assistance is available to all graduates of the institution. The catalog reads as follows:

Career Development Services

The Chief Academic Officer serves as a liaison between the graduates and the radio station community. Information on job search techniques is provided to students and graduates based on the current needs of local businesses and industry. However, no employment information or placement assistance provided by the school should be considered either expressly or implied as a guarantee or promise of employment, a likelihood of employment, an indication of the level of employment or compensation expected, or an indication of the types or job titles of positions for which students or graduates may qualify.

Communication Policy

Email is BSMG's primary communication method. All students, faculty, and staff are responsible for and required to acquire and maintain a valid email address capable of sending and receiving attached files. It is BSMG policy that no more than 3 days will elapse between the institution's receipt of student lessons, projects, or dissertations and the institution's mailing of its response or evaluation.

Access to Learning Management System

Upon enrollment, each student is provided a unique username and password to access BSMG's online library. BSMG shall also provide the other educational services, such as responses to your inquiries, student and faculty interaction, and evaluation and comment on lessons submitted by you,.

Technical Policy

All BSMG students are responsible for providing their own internet access with appropriate browser navigation. BSMG recommends Microsoft Internet Explorer®, Mozilla Firefox®, or Apple Safari®.

Minimum System Requirements

<u>Windows</u>
Processor: 850MHz
Operating System: Windows
XPMemory: 512MB of RAM
DVD player
Screen Resolution: 1024 x 768
Microsoft Edge or Google Chrome
Adobe Flash Player 8 and Adobe Acrobat 6
Virus detection software

Macintosh
Processor: G3 500MHz
Operating System: OS
10.3Memory: 512MB of
RAM DVD player
Screen Resolution: 1024 x 768
Google Chrome or Safari
Adobe Acrobat
Virus detection software

Student Grievance Procedure

At any time during the program, a student may file a grievance for a situation unsatisfactorily resolved.In order to initiate conflict resolution, the Chief Academic Officer must receive a written appeal from the student. The Chief Academic Officer determines the outcome of the grievance. If a student does not agree with the decision, they may appeal to the Chief Executive Officer.
If the grievance is not resolved to the student's satisfaction, they may redirect their case to the Bureau for Private Postsecondary Education.
Bureau for Private Postsecondary Education
1747 N. Market Blvd. Ste 225 Sacramento, CA 95834 P.O. Box 980818, West Sacramento, CA 95798-0818
Web site Address: www.bppe.ca.gov
Telephone and Fax #'s: (888) 370-7589 / (916) 574-8900 or by fax (916) 263-1897Email: bppe@dca.ca.gov

Retention of Records

BSMG will maintain student records on site for five years and student transcripts will be maintained **permanently**. BSMG administrative staff electronically maintains student records during enrollment and for five years after program completion or withdrawal from the institution. Student records include,but are not limited to tuition and fee payments, certificate of completion, academic records, and transcripts of completed courses.

Transcripts

In compliance with the Family Educational Rights and Privacy Act of 1974 as amended, upon request, a student will be issued an official or unofficial transcript for completed course work. For the first official transcript request, BSMG will waive the processing fee. Each subsequent request is subject to the $10 processing fee. Upon receipt of written request, official transcripts will be issued within fifteen (15) days.

Registration

Upon acceptance into a certificate program students are considered enrolled in the institution; students are officially registered when they receive cohort placement and an official start date. BSMG will not place a student in a Cohort until an enrollment payment agreement is in place. After tuition is received, a student will have complete access to their respective program.

Non-Discrimination Policy

BSMG is non-sectarian and does not discriminate with regard to race, creed, color, national origin, age, sex, disability or marital status in any of its academic program activities, employment practices, or admissions policies.

Catalog Disclosure

It is the policy of the institution to always provide a copy of the latest catalog either in writing or electronically on the institution‘s website to all prospective students. The catalog is updated at least once a year or whenever charges to policies take place. Prior to signing an enrollment agreement, a prospective student must be given this catalog and a School Performance Fact Sheet, which they are encouraged to review prior to signing any agreement with the institution. These documents contain important policies and performance data for this institution. This institution is required to have the student sign and date the information included in the School Performance Fact Sheet relating to completion rates, placement rates, license examination passage rates, and salaries or wages, prior to signing an enrollment agreement.

Job Placement Assistance

BMG has developed a strategic and comprehensive four step action plan to give students an “Inside” path to a job in radio. These four steps take advantage of the mentor’s insider access to decision makers, and parlays those relationships in our student’s favor. Jobs that you may seek positions include but may not be limited to NAICS 515100 - Radio and Television Broadcasting: 27-4011 Audio and Video Technicians; 27-4012 Broadcast Technicians; 27-3011 Broadcast Announcers and Radio Disc Jockeys; 27-2099 Entertainers and Performers, Sports and Related Workers; 27-3023 News Analysts, Reporters, and Journalists; 27-3099 Media and Communication Workers, All Other (see page 6 of the Catalog).

Tuition Payments

BSMG students assume financial responsibility for tuition. All financial arrangements must be finalized before program admittance. Counseling is available to help prevent financial delinquency. BSMG accepts cash, checks (personal or third party), VISA, and MasterCard for payment of tuition, books, and other fees.

TUITION, FEES, AND OTHER CHARGES

Program Title	Tuition	Registration	*STRF	**Total Charges
	Refundable	Non-Refundable	Non-Refundable	Estimated schedule oftotal charges for the entire educational program
Broadcasting/Sportscasting Mentorship 246 Clk. Hrs. Certification Program (hybrid)	$ 9,500.00	$ 250.00	$	$ 9,750.00
Broadcasting/Sportscasting Mentorship 306 Clk. Hrs. Certification Program (hybrid)	$ 14,500.00	$ 250.00	$	$ 14,750.00
Virtual Broadcasting/Sportscasting Mentorship Certification Program 246 Clk. Hrs.	$ 7,500.00	$ 250.00	$	$ 7,750.00
Virtual Broadcasting/Sportscasting Mentorship Certification Program 306 Clk. Hrs.	$ 11,500.00	$ 250.00	$	$ 11,750.00

Registration Fee $250.00 / 10.00 for Veterans	This a one-time charge for processing the paperwork required for admission into a program andaccording to California statute shall not exceed $250 / $10 for Veterans. THIS FEE IS NON-REFUNDABLE.
STRF Fee $ .00	STRF stands for Student Tuition Recovery Fund and **STRF Fee** is an assessment of amount that would be charged to the student per $1000 of the tuition fee. The fund was created by California statute to relieve or mitigate economic losses suffered by students. When the amount in the fundis over $25 million dollars the assessment rate is reduced to $0.00. Since April 1, 2024, the STRF assessment rate has been $.00 per $1,000. It is a non-refundable fee. Please refer to therequired statement below for further clarification.
Tuition Fee $7,500 / $9,500.00 / $11,500 / $14,500.00	This is cost of tuition for your program. $7,500.00 / $9,500.00 / $11,500.00 / $14,500.00
Total Additional Charges* $250 / $250 / $250 / $250	This is a schedule of total charges for the period of attendance. **Veterans pay $10**
Total Charges $7,750.00 / $9,750.00 / $11,750.00 / $14,750.00	This is the an estimated schedule of total charges for the entire program. This is the total chargesfor the period of attendance beginning from your start date to your completion date.

Student Tuition Recovery Fund

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or wasa California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.

It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the he Bureau for Private Postsecondary Education, 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834; P.O. Box 980818, West Sacramento, CA 95798-0818, Web site Address: www.bppe.ca.gov Telephone and Fax #'s: (916) 574-8900 or Toll Free (888) 370-7589 or by fax (916) 263-1897

To be eligible for STRF, you must be a California resident or are enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
You were enrolled at an institution or a location of the institution within the 120 day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120 day period before the program was discontinued.

You were enrolled at an institution or a location of the institution more than 120 days before the closureof the institution or location of the institution, in an educational program offered by the institution as towhich the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.

The institution has been ordered to pay a refund by the Bureau but has failed to do so.
The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.

You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, basedon a violation of this chapter by an institution or representative of an institution, but have been unableto collect the award from the institution.

You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.
To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of non-collection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made thestudent eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

CANCELLATION AND REFUND POLICY

BSMG shall transmit the first lesson and any materials to you within seven days after you are accepted for admission. You shall have the right to cancel the enrollment agreement and obtain 100 percent of the amount paid for institutional charges, less the registration fee of two hundred fifty dollars ($250) and the non-refundable School Tuition Recovery Fee, if notice of cancellation is made through attendance at the first class session, or the seventh day after enrollment, whichever is later. Cancellation is effective on the date written notice of cancellation is Post dated.

If BSMG sends the first lesson and materials before an effective cancellation notice is received, BSMG shall make a refund within 45 days after you have returned all materials when BSMG receives the Cancellation notice in writing.

Procedure for Cancellation

Cancellation may occur when you provide a written notice of cancellation at the following address: BSMG - AATN: Michael Madden, 5956 Ruthwood Drive, Calabasas, CA 91302 Tel: 818-879-0858 Fax: (310) 427-7166. This canbe done by mail, hand delivery, email to info@broadcastingschool.com, or by fax to (310) 427-7166.
The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage. The date of notice will be the post mark date.

Procedure for Withdrawal from Course

The institutional refund policy for students who have completed 60 percent or less of the course of instruction shall be a pro rata refund. After the end of the cancellation period, you have a right to terminate your studies at this school at any time, and you have the right to receive a refund for the part of the course you have paid for and did not receive.

Withdrawal may occur when you provide a written notice of withdrawal at the following address: BSMG - ATTN: Michael Madden, 5956 Ruthwood Drive, Calabasas, CA 91302 Tel: 818-879-0858 Fax: (310) 427-7166. This can be done by mail, hand delivery, email to info@broadcastingschool.com, or by fax to (310) 427-7166.
The written notice of withdrawal, if sent by mail, is effective when deposited in the mail properly addressed with proper postage. The date of notice will be the post mark date.

If you withdraw from the course of instruction after the period allowed for cancellation, the school will remit a refund, less a registration fee as well as the statutory School Tuition Recovery Fee within 45 days following your withdrawal. You are obligated to pay only for educational services rendered and for unreturned books or DVDs and materials.

(A) Deduct a registration fee ($250 / $10 for Veterans) from the total tuition charge and the School Tuition Recovery Fee paid.

(B) Divide this remaining figure by the number of days in the course. The number of days is 182 / 274 beginning on the date of the signed, dated contract.

(C) The quotient is the daily charge for the course. The daily charge is $54.17 for the 6 mos. Hybrid and $43.05 for the 6 mos.Virtual programs or $54.63 for the 9 mos. Hybrid and $43.52 for 9 mos. Virtual programs.

(D) The amount owed by you for purposes of calculating a refund is derived by multiplying the total days attended by the daily charge for instruction.

(E) The refund would be any amount in excess of the figure derived in (D) that was paid by you.

(F) The refund amount shall be adjusted for unreturned books or DVDs and materials, if applicable.

PROGRAM DESCRIPTIONS

Broadcasting / Sportscasting Mentorship Certificate Programs Hybrid and Virtual - 246 Clock Hour Certificate Program

Program Description:

This program will be delivered online through a learning management system called Moodle and/or via the U.S. Postal Service. All modules will be available to you during the 6-month duration of the course;you may complete assigned materials at your own pace. In addition to the online portion of the program you will be required to schedule weekly meetings with your mentor. You will track hours spent with your mentor in a logbook. You should spend at least 10 hours/week working with your mentor via phone, email, or in person.

Program Objectives:

The graduate will reliably demonstrate the ability to:

- Prepare a sampling of your work for use in a demo reel.
- Operate radio equipment.
- Analyze your voice and make continuous improvements in your vocal performance.
- Broadcast your own radio show.
- Use social media and new media to reach your audience.
- Do voice overs for commercials, and public service announcements.
- Perform an effective interview; gathering the information you need to produce a high quality piece.
- Work as a talk radio host / Work as a sports radio host.
- Write and edit news.
- Develop skills to become a news anchor, sports announcer or reporter.
- Perform as: a Talk Radio host or a Radio DJ or Newscaster / a Sports Radio Host, Play by Play Announcer, Color Analyst.
- Outline legal and ethical issues.
- Begin your career in broadcasting using secrets you learned to get into the field.
- Utilize broadcasting resources to further your knowledge, skills, and find broadcasting opportunities.

***Program Outline 6 Months /* 246 Clock Hour Hybrid and Virtual Certificate Programs**

Class Code	Class Title	Lectur eHours	Mentors hipHours	Clock Hours
SECTION 1	Introduction to Professional Announcing	17.5	20	37.5
SECTION 2	Audio Performance Environment	11.5	20	31.5
SECTION 3	The Television Performance Environment	11.5	20	31.5
SECTION 4	Vocal Development	11.5	20	31.5
SECTION 5	Performance Development	12	20	32
SECTION 6	Commercial Announcing	12	20	32
SECTION 7	Interviewing	12	20	32
SECTION 8	News Announcing	12	20	32
SECTION 9	Music Announcing	13	20	33
SECTION 10	Sports Announcing	13	20	33
SECTION 11	Specialty Announcing	13	20	33
SECTION 12	Creating a Demo Reel and Job search	24	20	44
Total		163	240	403

The methods of instruction

Course Delivery Course utilizes a multi-media and mentor-based approach and includes online supplemental units, digital library resources, and practical experience inside a radio studio.

Multimedia Students complete learning units that use audio, video, and interactive elements designed to build the groundwork of practicum component. Students will also have the opportunity to produce their own broadcasts that will be turned in for evaluation to mentors. Mentors respond to student's submissions within 4 days by email both to the student and administration.

Practicum Students will work with a mentor to gain hands-on experience. The mentor helps students develop basic broadcasting skills and broaden their talents.

Text *Broadcast Announcing Work Text: A Media Performance Guide*

Graduation requirements

Upon successful completion (75% and more) of both theoretical and mentored components of the program, and if all financial obligations are met a certificate of completion is issued to the graduate.

Broadcasting / Sportscasting Mentorship Certificate Programs Hybrid and Virtual - 306 Clock Hour Certificate Program

Program Description:

The program focuses on sportscasting in the radio industry. This program will be delivered online through a learning management system called Moodle and/or via the U.S. Postal Service. All modules will be available to you during the 9-month duration of the course; you may complete assigned materials at your own pace. In addition to the online portion of the program you will be required to schedule weekly meetings with your mentor. You will track hours spent with your mentor in a logbook. You should spend at least 10 hours/week working with your mentor via phone, email, or in person.*Program Objectives:*

The graduate will reliably demonstrate the ability to:

- Prepare a sampling of your work for use in a demo reel.
- Operate radio equipment.
- Analyze your voice and make continuous improvements in your vocal performance.
- Broadcast your own sports radio show.
- Use social media and new media to reach your audience.
- Do voiceovers for commercials, and public service announcements.
- Perform an effective interview; gathering the information you need to produce a high qualitypiece.
- Work as a talk radio host / Work as a sports radio host.
- Write and edit news.
- Develop skills to become a news anchor, sports announcer or reporter.
- Perform as: a Talk Radio host or a Radio DJ or Newscaster / a Sports Radio Host, Play by Play Announcer, Color Analyst.
- Outline legal and ethical issues.
- Begin your career in broadcasting using secrets you learned to get into the field.
- Utilize broadcasting resources to further your knowledge, skills, and find broadcasting opportunities.

***Program Outline 9 Months /* 306 Clock Hour Hybrid and Virtual Certificate Programs**

Class Code	Class Title	Lecture Hours	Mentorship Hours	Clock Hours
SECTION 1	Introduction to Professional Announcing	17.5	20	37.5
SECTION 2	Audio Performance Environment	11.5	20	31.5
SECTION 3	The Television Performance Environment	11.5	20	31.5
SECTION 4	Vocal Development	11.5	20	31.5
SECTION 5	Performance Development	12	20	32
SECTION 6	Commercial Announcing	12	20	32
SECTION 7	Interviewing	12	20	32
SECTION 8	News Announcing	12	20	32
SECTION 9	Sports Announcing	13	20	33
SECTION 10	Sports Analysis and Play-By-Play Practice	13	20	33
SECTION 11	Specialty Announcing	13	20	33
SECTION 12	Creating a Demo Reel and Job search	24	20	44
SECTION 13	Beginning your Career	24	60	84
Total		187	300	487

The methods of instruction

Course Delivery Course utilizes a multi-media and mentor-based approach and includes online supplemental units, digital library resources, and practical experience inside a radio studio.

Multimedia Students complete learning units that use audio, video, and interactive elements designed to build the groundwork of practicum component. Students will also have the opportunity to produce their own broadcasts that will be turned in for evaluation to mentors. Mentors respond to student's submissions within 4 days by email both to the student and administration.

Practicum Students will work with a mentor to gain hands-on experience. The mentor helps students develop basic broadcasting skills and broaden their talents.

Text *Broadcast Announcing Work Text: A Media Performance Guide*

Graduation requirements

Upon successful completion (75% and more) of both theoretical and mentored components of the program, and if all financial obligations are met a certificate of completion is issued to the graduate.

COURSE DESCRIPTIONS

Section 1: Introduction to Professional Announcing

This section covers an introduction to professional announcing and:

- Announcer, Talent, or Personality?
- Announcing: A Historical Perspective
- Announcing: An Employment Perspective
- Announcing Specialization
- Is a College Degree Necessary for a Broadcast Announcer?
- Key Physical Requirements for Broadcasters
- Key Emotional Requirements for Broadcasters
- Is Practical Experience Necessary for a Broadcast Announcer?
- Announcer Responsibilities
- Role Model Announcers

Section 2: The Audio Performance Environment

This section covers the audio studio environment and:

- Radio Studio
- Microphones
- Working with a Microphone
- Microphone Fright and Why Broadcast Performers Get it
- The Audio Console
- Music Playback Sources
- Recording Equipment
- Digital Audio Equipment

Section 3: The Studio Environment: Studio and Cable

This section covers the studio and cable environment and:

- The Television Studio
- The Television Production Crew
- Television Terminology
- Camera Panic
- Working With a Camera
- Communicating in the Studio: Cue Cards, Hand Signals, Prompters
- Makeup

Section 4: Vocal Development

This section covers vocal development and:

- How Sound is Produced
- Diaphragmatic Breathing Technique

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- Proper Breathing Posture
- Avoiding Thoracic Breathing
- Key Elements of Vocal Development
- Volume/Pitch/Rate/Tone
- Articulation of Sounds
- Pronunciation
- Substandard Pronunciation
- Common Vocal Problems
- Maintaining a Healthy Voice

Section 5: Performance Development

This section covers performance development and:

- Developing a Broadcasting Style
- Vocal Elements
- Copy Marking
- Word Usage
- Language Changes
- Avoiding Amateurish Announcing and Inept Delivery
- Audience Rapport

Section 6: Commercial Announcing

This section covers commercial announcing and:

- Sources of Broadcast Commercials
- Commercial Forms: Radio
- Commercial Forms: Television and Cable
- Considering the Basic Structure of the Commercial
- Other Factors to Consider when Analyzing a Commercial
- Importance of Timing
- Energy: Hard Sell versus Soft Sell
- Gestures and Facial Expressions
- Ad-Lib Commercials
- Acting
- Commercial Voice-Over
- Public Service and Promotional Announcements

Section 7: Interviewing

This section covers interviewing and:

- Types of Interviews
- Basic Structure of the Broadcast Interview
- The Interview Setting
- Research and Preparation
- Preparing Interesting Guests and Topics
- Developing Interviewing Skills
- Dressing for an Interview
- Keeping Control

- Keeping a Neutral View
- Talk Radio
- Talk Television
- Special Interviewing Situations: Politicians and Athletes

Section 8: News Announcing

This section covers news announcing and:

- Determining News Value
- Newscaster Criteria
- News Sources
- Writing Broadcasting News
- The Radio Newscast
- The Radio News Anchor
- The Radio News Reporter
- The Television News Team and Newscast
- The Television News Anchor
- The Television News Reporter
- Ad-Lib Situations within the Broadcast News
- News Announcing and the Internet

Section 9: Music Announcing (*Broadcasting Mentorship Certification Program*)

This section covers music announcing and:

- The Duties of the Radio Announcer
- Developing the Ability to Ad-Lib
- How to be an Effective Music Announcer
- Radio Format Programs
- Adult Contemporary
- Contemporary Hit Radio
- Smooth Jazz
- Country
- Rock
- News/Talk Radio
- Urban Contemporary
- Oldies
- Modern Rock
- Classical Music Announcing
- Announcing According to Day Port
- Announcing for Satellite Radio
- The Music Video Jockey
- The Music Disc Jockey

Section 10: Sports Announcing (*Sportscasting Mentorship Certificate Program*)This section covers sports announcing and:

- Sports Announcing
- Sports Reporting
- What a Sports Reporter Covers

- The Sports Anchor
- Play-by-Play and Sports Analysis
- Sports Talk Host
- Conclusions

Section 11: Sports Analysis and Play-By-Play
PracticeThis section covers sports announcing and:

- Sports Announcing
- Sports Reporting
- Sports Analysis
- What a Sports Reporter Covers
- The Sports Anchor
- Play-by-Play and Sports Analysis
- Sports Talk Host
- Conclusions

Section 12: Specialty Announcing
This section covers specialty announcing and:

- Introduction
- Weather Reporting
- The Chroma-Key System for Reporting
- Financial Reporting
- What a Financial Reporter Covers
- Feature Specialists
- Host Selling
- The Voice-Over and Narration
- Developing Voice-Over Skills
- Voice Characterizations

Section 13: Beginning Your Announcing Career
This section covers the student's announcing career and:

- Writing Your Resume
- Electronic Resumes
- Adding a Cover Letter
- Making Your Audition Tape
- Developing a Contact List
- Interviewing for a Job
- Responding to a Job Offer
- Unions, Agents, and Contracts
- Losing That First Job: A Fact of Broadcast Performance Life

DISCLOSURE STATEMENTS

✓ BSMG is a private postsecondary institute approved to operate by the Bureau for Private Postsecondary Education. Approval to operate signifies that an institution is in compliance with the minimum

- ✓ standards as set forth in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of Title 5 of the California Code of Regulations.
- ✓ The Bureau for Private Postsecondary Education approves a person or legal entity to operate an institution in California. An approval to operate signifies that an institution is in compliance with state standards as set forth in the Private Postsecondary Education Act. Only accrediting agencies can accredit an institution. Accreditation is a voluntary non-governmental review process. State approval is mandatory for an institution operating in California subject to the California Private Postsecondary Education Act of 2009 unless exempt from the Bureau oversight pursuant to CEC 94874 or 94874.1.
- ✓ Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Educationat the following address: 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834
- ✓ P.O. Box 980818, West Sacramento, CA 95798-0818Web site Address: www.bppe.ca.gov
  Telephone and Fax #'s: (888) 370-7589 or (916) 574-8900 or by fax (916) 263-1897
- ✓ As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet,which must be provided to you prior to signing an enrollment agreement.
- ✓ A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888-370-7589) or by completing a complaint form, which can be obtained on the Bureau's Internet Web site (www.bppe.ca.gov).
- ✓ The Office of Student Assistance and Relief is available to support prospective students, current students or past students of private postsecondary educational institutions in making informed decisions, understanding their rights and navigating available services and relief options. The office may be reached by calling (888-370-7589) or by visiting (www.bppe.ca.gov).
- ✓ BSMG does not have a pending petition in bankruptcy, and is not operating as a debtor in possession, has not filed a petition within the preceding five years, or has not had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization underChapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec. 1101 et seq.).
- ✓ BSMG does not recognize acquired life experience and prior experiential learning as a consideration for enrollment or granting credit towards its program.
- ✓ BSMG does not have an articulation agreement or transfer agreement with any other college or university at the present time.
- ✓ It is the policy of the school to always provide a copy of the latest school catalog either in writing or electronically on the school's website to all prospective students.
- ✓ The school catalog is updated at least once a year or whenever changes to school policies take place.
- ✓ The Chief Academic Officer is responsible for monitoring new policies and procedures and maintaining the school in compliance with the California Private Postsecondary Education Actof 2009.

- ✓ Prior to signing an enrollment agreement, you must be given this catalog and a School Performance Fact Sheet, which you are encouraged to review prior to signing any agreementwith the school.
- ✓ These documents contain important policies and performance data for this institution. This institution is required to have you sign and date the information included in the School Performance Fact Sheet relating to completion rates, placement rates, license examination passage rates, and salaries or wages, prior to signing an enrollment agreement.
- ✓ BSMG is not accredited by an accrediting agency recognized by the United States Departmentof Education. The reason BSMG is unaccredited is that it can not guarantee employment as a result of this training.
- ✓ A student enrolled in an unaccredited institution is not eligible for federal financial aid.
- ✓ BSMG is not approved to participate in any Federal or State Student Aid programs.
- ✓ If student obtains a loan to pay for an educational program, the student will have the responsibility of repay the full amount of the loan plus interest, less the amount of any refund,and that, if the student receives federal student financial aid funds, the student is entitled to a refund of the moneys not paid from federal student financial aid program funds.
- ✓ BSMG does not offer education programs that lead to positions in a profession, occupation, trade, or career field requiring licensure.
- ✓ BSMG does not admit students from other countries and does not provide visa services and will not vouch for student status.
- ✓ BSMG students are required to speak English when an instructional setting necessitates the use of English for educational or communication purposes. All classes are taught in English. BSMG does not offer English as a Second Language.
- ✓ BSMG does not provide English language services.
- ✓ BSMG does not have, under its control or ownership, and is not affiliated with any dormitory or housing facilities.
- ✓ BSMG does not provide housing assistance services to the students and has no responsibility to find or assist a student to find housing.
- ✓ There are available housing options located reasonably near the institution's facilities.
- ✓ The average cost for include a room or apartment rental varying from between $1750 for a room per month to $4,450 per month for a 2 bedroom house.
- ✓ Students will find rental information on Craig's List Los Angeles at http:// losangeles.craigslist.org/lac/apa/.
- ✓ BSMG does not provide technical support for email, operating systems, or browser software. Further, BSMG strives to prevent the spread of computer viruses by employing the latest virus detection software on their network and servers as well as all school-owned computer systems.

- ✓ BSMG cannot guarantee unintentional propagation of computer viruses that may go undetected by virus detection software.
- ✓ BSMG will not be held liable for any direct, indirect, incidental, special, consequential or punitive damages of any kind, including but not limited to: loss of data, file corruption, or hardware failure, resulting from the effect of any malicious code or computer virus unintentionally transmitted by BSMG staff members, members, students or affiliates.
- ✓ BSMG strongly recommends all students and off-campus faculty use and regularly update virus detection software at least once a month. Technical and system requirements are subject to change and student compliance is expected.
- ✓ 5 CCR 76215 Student Tuition Recover Fund Disclosures
- ✓ (a) A qualifying institution shall include the following statement on both its enrollment agreement and school catalog:
- ✓ "The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss.Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is aCalifornia resident, or are enrolled in a residency program, and prepay all or part of your tuition.
- ✓ You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.
- ✓ It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834 P.O. Box 980818, West Sacramento, CA 95798-0818 Telephone and Fax #'s: (888) 370-7589 / (916) 574-8900 or by fax (916) 263-1897
- ✓ To be eligible for STRF, you must be a California resident or are enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered aneconomic loss as a result of any of the following:
- ✓ 1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out planapproved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
- ✓ 2. You were enrolled at an institution or a location of the institution within the 120 day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120 day period before the program was discontinued.
- ✓ 3. You were enrolled at an institution or a location of the institution more than 120 days beforethe closure of the institution or location of the institution, in an educational program offered by the

- ✓ institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
- ✓ 4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
- ✓ 5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
- ✓ 6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, buthave been unable to collect the award from the institution.
- ✓ 7. You sought legal counsel that resulted in the cancellation of one or more of your student loansand have an invoice for services rendered and evidence of the cancellation of the student loan orloans.
- ✓ To qualify for STRF reimbursement, the application must be received within four (4) years fromthe date of the action or event that made the student eligible for recovery from STRF.
- ✓ A student whose loan is revived by a loan holder or debt collector after a period of non-collection may, at any time, file a written application for recovery from STRF for the debt that would haveotherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by anotheract of law.
  However, no claim can be paid to any student without a social security number or a taxpayer identification number."

2025 Academic Calendar

BSMG follows the standard calendar year from January through December. BSMG cohort placement is determined by admission availability and open enrollment. BSMG specifies academic cycles based on a 24-week curriculum programs. Cohort commencement varies throughout the year, may carry over to the next academic year, and is subject to change. Further, BSMG observes the following holidays.

New Year's Day	January 1
Martin Luther King Day	January 19
President's Day	February 16
Memorial Day	May 25
Independence Day	July 4
Labor Day	September 7
Veterans Day	November 11
Thanksgiving Day	November 26
Day after Thanksgiving	November 27

Winter Holidays will last from December 21, 2026 until January 4, 2027. Additional holidays or school closures may be declared at the discretion of the School Director.

Class Schedule

Start Date	Anticipated End Date
TBA	TBA
TBA	TBA
TBA	TBA

Administration and Faculty

BSMG is owned and operated by Living Waters Enterprises, LLC, a Nevada For Profit Corporation. The Corporation Officers of Living Waters Enterprises, LLC, are:

Michael Madden	President / Chief Operating Officer
Kathleen Madden	Vice President

The BSMG Administrative Control Staff is:

Michael Madden, BS	Chief Executive Officer and Chief Academic Officer
Kathleen Madden	Chief Administrative Officer and Treasurer

Instructor/Facilitators
Michael Madden BS in Human Kinetics/Sports Medicine at George Washington University

EQUIPMENT AND MATERIALS TO BE USED FOR INSTRUCTION

In order to ensure uniformity of training across the board, all students learn the basics of audio editing and recording on **Audacity** sound editor and recording before eventually graduating to more sophisticated technology after graduation. Student are require to download the following services and software. These services and software are free. Required Software, cloud services to be used students during the educational program. These services and software are free.

1. **Audacity:** Students will use this software to record assignments and talk shows. The software is free, but students must verify they have the proper computer configurations by visiting http://audacity.sourceforge.net. They will access a tutorial on how to install and use this software.
2. **Talkshoe:** Talkshoe is an online talk show hosting solution. Students will set up an accountand upload or record your talk show assignments for their mentor to review.

3. **Dropbox:** Student will use dropbox to save and submit online assignments. At the end of the course you compile files into a demo reel. Students will be instructed in how to set up an account.

All BSMG students job shadow working broadcasters, who serve as mentors, in commercial and publicradio stations in their local communities. Much like an intern, BSMG students learn through observation and questioning of their mentor while inside the radio station. Students will sit in on shows with their mentor, observing them working the audio board, taking calls from listeners, interviewing guests, and voicing commercials. This effectively demonstrates to them how a show is organized, produced, and delivered in preparation for each student eventually hosting their own show as a part of BSMG's training program. This is all done inside the actual recording booth, which consists primarily of microphones and audio editing and sound equipment. Since there are literally hundreds of different brands and models of audio editing equipment in the marketplace, depending upon levels of sophistication required and budgetary constraints, BSMG makes available to each student one model of audio editing and recording software, Audacity. In order to ensure uniformity of training across the board, all students learn the basics of audio editing and recording on Audacity sound editor and recording before eventually graduating to more sophisticated technology after graduation. Studio equipment accessible to students during the educational program at the radio stations/mentor/ externshipsites would be at the least but not limited to the following:

Headphones
Microphones
Speakers
Broadcast quality CD players
Direct-drive turntables
Stereo turntable preamps
Distribution amplifiers
Analog or digital audio console
Audio network router w/logic interface and input/output modules
Non-linear editing system
Audio hard disc storage system
Jack panels/wired, with jack cords