

## WHY RADIO1 IS UNIQUE

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- **Real radio** — our studios, our curriculum.....everything is real radio. You learn and practice what you'll actually do on the job and you are actually on the air at an actual commercial radio station.
- **To-the-point** — There is no wasted time at RADIO1. We get right to the important things about radio broadcasting and we stay focused on all things radio.
- **On the air** — You will write and record commercials and voice track air-shifts that will be broadcast on our radio station as well as do live air-shifts.

# RADIO1

## Broadcast School

1040 W. Center Street ▪ Adams, WI 53910

1-800-889-2221 ▪ [www.radio1school.com](http://www.radio1school.com)  
e-mail: [director@radio1school.com](mailto:director@radio1school.com)

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## WELCOME

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**RADIO1** exists solely to offer students the opportunity to learn the radio broadcast business, the art of announcing, and to assist its graduates in finding quality jobs within the radio broadcast industry. Our goal is to do that effectively, with instructors that are radio professionals, and to do that affordably -- with low tuition cost, and in a timely fashion.

This school is approved by the Wisconsin Education Approval Board. They can be reached at (608) 266-1996.

Joe Casper Deschler is the founder of **RADIO1 Broadcast School**, as well as the chief instructor. Mr. Deschler has been in the radio business for more than three decades, with experience as an announcer on many different radio stations, a consultant, a program director, and currently is the afternoon air-personality and owner of WCWI 106.1 FM, in Adams, Wisconsin. He also does voiceover work for many radio and television stations.

Our curriculum includes learning the operation of a radio station, being an on-air personality, writing commercial scripts and commercial production, composing and reading news, recording and editing with digital multi-track, remote broadcasting, and most importantly, using your voice properly for announcing. There is one-on-one personal instruction time and many hours of hands-on studio practice time and voice-coaching/critiquing to polish their on-air and production skills in order to become the best air personality possible. The end result is the production of a professional audition CD and résumé to get students started in an exciting radio career. Students will be qualified for an entry-level job as a radio announcer (air personality), commercial copywriter or producer, news writer/announcer, or sportscaster.

At **RADIO1 Broadcast School**, we are personally dedicated to preparing our students for real radio and helping them sound their best.

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**QUESTIONS? Call Radio1 ..... 1-800-889-2221**

*“I walked into Radio1 knowing nothing other than I wanted to be in radio;  
now I am completely confident..”  
~ graduate, Katie C.*

ATTENDANCE

Attendance is very important at RADIO1 Broadcast School, just as it is to radio industry employers.

Students are expected to be punctual once they schedule studio instruction and practice time.

Organizational skills are very important also so that students stay on track with their radio education. Since this is individualized learning, students are responsible for tracking their time and thus organization is a vital part of this.

Good communication skills are important traits that a successful Radio1 student will demonstrate. Communication is vital between the student and the instructor as far as scheduling studio time and air-check sessions so that the student can stay on the timeline that they envision for their completion of the course.

DAILY SCHOOL SCHEDULE

- Example of a typical full day:
- 2 hours of production (includes writing, voicing, and producing commercials, promos, and news)
  - 4 hours of air practice and on-air time
  - 1 hour of one-on-one critiquing
  - Days are flexible — the student can do as much time in a day that works in their schedule, anything from doing 40 hours a week to only a few hours on evenings or weekends working around their job and personal schedule.

*“The style of Radio1 is awesome! Easy learning and a ton of fun.”  
~ graduate, Megan G.*

## SCHOOL RULES AND POLICY

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RADIO1 has a strict set of rules that all students must follow, including:

- No smoking inside the studios or facilities.
- No use of foul language.
- No food or drink inside the studios.
- No use of drugs or alcohol during the school day.
- Students must respect all studio equipment, and keep studios clean and organized.
- Any continued violation of any of these rules can result in dismissal.

## RECORDS MAINTENANCE / CONFIDENTIALITY

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RADIO1 Broadcast School keeps all student records indefinitely, including progress reports, tests, aircheck session notes, and attendance. Furthermore, Radio1 Broadcast School will release student records only to the student, parent, or potential employer.

## STUDENT COMPLAINTS / SCHOOL EVALUATION

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Student complaints will be taken very seriously. If any student has a complaint, the chief instructor and that student will discuss the problem. If the student is not satisfied with the solution offered, that student can bring it to the advisory board at their next meeting. The decision of the board is final. The student may also file a complaint with the Wisconsin Education Approval Board in Madison. Their phone number is (608) 266-1996.

During the final day of each session, all students will fill out a school evaluation form. All comments and suggestions will be considered, and suggestions will be reviewed by the advisory board at the annual meeting.

RADIO1 Broadcast School also uses feedback from radio station program directors and managers to evaluate it's curriculum.

## COURSE OVERVIEW

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The radio broadcast course at RADIO1 is an all-inclusive, all encompassing approach to a radio career education. This course concentrates on all the important aspects needed to begin a career in the radio industry.

Areas of instruction include:

- 1) Operation of broadcast equipment — including audio mixers, phone recorders and editors, digital recording equipment, digital editors, multi-track production, and on-air computers.
- 2) Voice coaching and development — working on articulation, projection, inflection, and smooth natural delivery.
- 3) Development of your personality — as an announcer, or better known as an “air personality.” Also, learning where to find interesting topics to use on your airshift, and how to conduct a talk-set properly.
- 4) Writing — commercials, newscasts, sportscasts, and producing creative, unique commercials.
- 5) Real hands-on training — airshifts (live and/or pre-recorded on a real commercial radio station) production time, and assignments such as writing commercials or doing a live remote.
- 6) On-air computer software programs — Skylla and Wide Orbit/Scott Studio, including voice-tracking.

## CODE OF STUDENT CONDUCT

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All instruction and studio practice is done at an actual radio station; therefore, conduct needs to be kept at a professional level. At all times, students need to be considerate of others with minimal interruptions, must respect the instructor as well as the studio equipment, and must refrain from using foul language.

*“Before coming here, I had no knowledge of radio,  
and now after seven weeks, I’m ready for what’s out there.”  
~ graduate, Nick N.*

## ADMISSION REQUIREMENTS / APPLICATION

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Students must have a high school diploma or a GED, a 12th grade or above reading level, and clear, articulate speech. A reading/voice test will be conducted via the telephone to the phone number provided on the application. This is done to confirm that the applicant's reading ability, reading speed, clarity, and articulation are up to broadcast standards. Once the voice test is complete, the student will be notified of acceptance during the same call.

The school is required to have a copy of the student's high school transcript in the school office by the time the student begins the session.

RADIO1 classes are strictly limited to very few students to ensure optimal one-on-one time. Therefore, it is important to apply for your desired session as far in advance as possible. If space is available, applications along with full payment will be accepted until the first class day of any session.

## APPLICATION DEADLINE

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Radio1 is an individualized education; therefore, there is no application deadline, your radio education begins when you want it to. Radio1 Broadcast School is open to anyone regardless of race, gender, sexual orientation, or physical handicap.

## ADVANCE STANDING

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RADIO1 Broadcast School will consider any advance standing status for students. Prior schooling in the field of broadcasting and any related work experience is a beneficial precursor to this course, but may or may not affect requirements to complete the course. Prior schooling and experience will be evaluated on an individual basis.

## EMPLOYMENT ASSISTANCE / ADVISORY SERVICE

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RADIO1 offers students employment assistance in the following manners:

- Assistance in production of audition CD and resume
- Interview role-playing and instruction
- Instruction of job opening searches via the internet and other means
- Continual advertising to radio stations regarding availability of recent graduates
- Help locating jobs within the radio industry

It is the student's responsibility to apply and follow-through on openings found during guided searches or referrals to the student by Radio1 Broadcast School. Radio1 offers placement assistance, but this service is not offered as an assumption of the responsibility for finding the student a job.

## JOB OPTIONS

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In most cases, a RADIO1 graduate's first job will be as an air-personality at a radio station, with a daily airshift, and other duties including commercial production. There are also other radio specialty areas that our graduates work in such as news, sports, audio production, voiceover work, promotions, and producer. Job opportunities are available in many different sized radio markets across the United States. The graduate's willingness to relocate will effect the number of job opportunities available to them.

*"You will have a leg up on the competition, and finding a job after graduation will be no problem. You have no idea how much you will learn in just a couple months."*  
~ graduate, Marc K.

## GRADING / STANDARDS OF PROGRESS

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There are two tests throughout the coursework. Grading of the written tests is based on a simple percentage, and passing status is defined as 70% or better. Tests will usually be corrected later that same day.

There are audio production and reading/report assignments that must be completed, and daily aircheck/voice-coaching sessions with your instructor. These are all graded on a scale of 100, as well.

A final report will be given upon completion of the course.

At any time throughout the course, if it is determined that sufficient progress has not been made; the instructor will assign extra practice time, voice-coaching, and instruction.

If the above items are completed, and the student has a 70 percent or better grade, the student is considered to have passed the course, and will be given a certificate of graduation.

## STUDENT SERVICES

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RADIO1 Broadcast School’s graduates have the benefit of our post-graduate career services. This includes aircheck/critiquing, job searches, and career consulting. Students are welcome to utilize the studios and facilities beyond graduation for practice or to update their demo audio CD (no charge).

*“The instructors are hands-on pros who are still working in radio, so they are in the ‘know’ about what’s happening in the industry today..”*

*~ graduate, Jackie S.*

## TUITION AND PAYMENT OPTIONS

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RADIO1 Broadcast School's tuition is by far the lowest in the nation. We want a quality broadcast education to be affordable for everyone. Tuition has not increased in more than 14 years!

There is a non-refundable application fee of \$100. Tuition is \$6,900, which includes all instruction, reading materials, supplies, and studio time.

**Payment Schedule** -- \$100 non-refundable application fee due within two weeks of acceptance; \$6,900 tuition payment due approximately two weeks prior to your chosen start date.

Most of our students pay the tuition in one of two ways -- a bank loan or a credit card. **Bank loan** — work with your local financial institution, with whom you already have a relationship to obtain a consumer loan to cover the tuition cost. If your loan officer needs anything from us, please have them call RADIO1. **Credit card** — VISA or MasterCard are accepted for payment of part or all of the tuition cost. Take advantage of any zero or low interest card offers if available.

Each student needs to supply their own pair of good quality headphones, usually about \$100. These are a necessary and required tool on the job at a radio station. If possible, please bring your laptop to use for airshift prep purposes. RADIO1 supplies CDs to be used for audition CDs to send to potential employers.

## DISMISSAL AND RE-ADMITTANCE

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After a student has been dismissed, he/she may appeal for readmission by submitting a letter explaining how the problem that resulted in dismissal will be remedied, and when they would like to begin again. The school director will either grant the readmission or deny it. If it is denied, the student may make their appeal in front of the advisory board, which will then make a final decision. The letter must be received by the school within 3 weeks of dismissal.

## GI BILL / VETERANS BENEFITS

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If you are currently an active or past active member of an U.S. Military Service, you may be eligible for tuition benefits. To find out what benefits you qualify for, call the VA Education Office at 1-888-442-4551 or visit their website: [www.gibill.va.gov](http://www.gibill.va.gov). Many military veterans who have attended Radio1 have had the entire tuition paid by the Post-9/11 GI Bill. Previous education and training a vet has received will be evaluated by RADIO1 Broadcast School on an individual basis.

The non-refundable portion of application fees will not exceed \$10. All other charges to the student, including tuition, books, and supplies issued by the school, application fees in excess of \$10, and other fees will not exceed the pro-rata portion of total charges that the length of the completed portion of the course bears to the total length of the course. This policy is in compliance with the requirements of 38 CFR 21.4255.

## CHANGES / CANCELLATIONS / REFUNDS / LEAVE

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A student who withdraws, or is dismissed within two days after receiving all lessons and materials, is entitled to a full refund of tuition (minus the \$100 non-refundable application fee) after all course materials are returned and received by Radio1. If a student withdraws anytime after they receive their course materials, refund to the student will be pro-rated based on course progression. If withdrawal /dismissal occurs after the 60% completion time, no refund will be given. If a student has a right to a refund, it will be sent out within 30 days after dismissal or notification of withdrawal and lessons/materials are returned and received by Radio1. The application fee (\$100) is non-refundable.

## CLASS SCHEDULE

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Students will coordinate a start date with the instructor for their first studio instruction session. Reading coursework is completed by the student at their own pace. The first four lessons (of 19 total) must be completed prior to the first studio instruction session.

## “A LA CART” SHORT COURSES AVAILABLE

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These are specialized areas of the broadcast and entertainment business, and therefore are not included in the regular curriculum.

We recommend that students enroll in any of these courses upon acceptance into RADIO1 School, but you may also enroll later, even after graduation. You must be a current student or graduate of the full broadcast course in order to enroll in the Sports or Mobile DJ short courses.

- **Sports:** You will be given personal instruction from, and job shadow with a local radio sports professional. This short course includes field training of going to a local game(s), and/or depending on the season, sitting in on a sports show, and shadowing with a local sports director during his morning radio shows and sportcasts. Fee: \$200.
- **Mobile DJ:** Being a dance jock is a great ‘side job’ for a radio announcer, and an excellent way to have fun on the weekends and make extra money. This short course involves learning the equipment, what music to play, and how to entertain crowds at wedding receptions, high school dances, and other types of parties. Learning to use the OTS DJ software program for playing and organizing music will also be included. It is taught by Joe Deschler, a mobile DJ veteran for more than 30 years. You will job shadow Mr. Deschler at a minimum of two events. Fee: \$200.

*“Radio1 is the fastest and most detailed school to learn the essentials of becoming a professional radio announcer.”*  
~ graduate, Chris J.

# CURRICULUM

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The subjects covered in lesson materials and studio time are as follows.  
Total program time, including classroom and studio time, is 262 hours.

- intro to radio business
- intro to announcing and voice techniques
- radio formats
- weather
- morning show visit
- talk topics
- show prep
- news reading / writing
- commercial copywriting
- live ads / live broadcasts
- on-air features
- radio promotions
- phonetics / diacritics
- satellite formats
- automation
- syndication
- music scheduling / research
- FCC
- radio sales
- websites
- resume writing
- digital audio production
- multi-track recording (Adobe Audition)
- airing phone calls
- Wide Orbit / Scott Studio
- Adobe Audition
- voice-tracking
- job interview
- audition/ demo CD production
- job searches & applications
- radio station visits

# INSTRUCTORS / STAFF

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Joe Deschler.....owner, director, chief instructor, compliance officer  
Marlene Deschler.....office, admissions coordinator, advisory board member  
Dave Miller.....technical/ computer consultant  
Bob Goff.....studio and air-check instructor

# HOUSING

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RADIO1 does not have any on-campus housing. However, housing options are available on our Website: [www.radio1school.com](http://www.radio1school.com). Phone numbers and contact information for various housing options are listed there. If you do not have internet access, or if you need any housing search assistance, please call RADIO1 at 1-800-889-2221.

# FACILITIES

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Our facilities are in Adams, Wisconsin at radio station WCWI Wisconsin 106, about 30 minutes north of Wisconsin Dells. The radio station includes an on-air studio, a production studio, and a practice studio. This is a full-functioning radio station with a staff and office equipped with Wi-Fi, microwave, refrigerator, etc.

*“You learn more in seven weeks here than you would attending a university for two years.”*  
*~ graduate, Drew S.*

# STEPS TO BECOMING A RADIO DJ THROUGH RADIO1

- 1) Apply to RADIO1 BROADCAST SCHOOL via online application, mailing the paper application, or calling us at 1-800-889-2221.
- 2) Pass the reading and voice test via phone or in person. This will be your acceptance into the radio broadcast program.
- 3) Sign and return the acceptance paperwork to RADIO1 along with the nonrefundable \$100 enrollment fee. Tuition must be paid in full two weeks prior to the start date.
- 4) Begin your individualized course work.\*
- 5) Complete reading course work and writing assignments.\*
- 6) Successfully pass the quizzes and tests and complete the studio work.\*
- 7) Accomplish successful completion of all studio sessions and on-air time.\*
- 8) Create an audition CD using your best production, news casts, promotions, and on-air examples. Assemble a résumé and cover letter to send along with the audition CD.
- 9) Congratulations! You are ready to become a radio professional! Upon completing all studio hours and assignments, you will have earned your RADIO1 graduation certificate. Start applying for the radio job of your preference.

\*More details on each of these is described on page 9.

*“Learning was almost subliminal because I was having so much fun! And now that the course is done, I realize how prepared I am for this field.”*  
~ graduate, Bryce A..

# HOW YOU’LL SPEND YOUR TIME AT RADIO1

## *40 hours of reading and writing assignments*

- reading includes topics such as FCC rules, radio advertising sales, weather, personality talk topics, and understanding phonetics and diacritics
- writing assignments include newscasts, commercials, and sportscasts
- the first 10 hours must be completed before beginning studio instruction
- all can be completed before any studio instruction or practice

## *20 hours of studio instruction*

- guidance and input from the director
- learn equipment, software, airshift and production techniques
- 5 hours of studio instruction must be completed before beginning your individual studio practice

## *162 hours of studio practice*

- 60 hours of on-air practice (a portion of which will actually be on-air at a our radio station)
- 40 hours of production studio time
- 40 hours of preparing for air-shifts
- 22 hours of critique sessions with instructor (air-checks)

## *20 hours of real-world observations*

- director-led radio station visits to observe various air personalities and tour area radio station facilities

## *20 hours of career prep*

- producing your audition CD
- writing your resume
- searching and applying for jobs