**Broadcast Media 1 Course Syllabus and Outline**

**Broadcast Media 1** , Broadcast and Media Arts Pathway

**Google classroom codes:**

* ZER0-SECOND PERIOD mzdnw1
* 3RD-4TH PERIOD 2ofs74z

Broadcast Media 1 will prepare students to explore and master skills necessary to be successful in the Broadcast and Media Arts Pathway and broadcast communications career field. This introductory pathway course will assist students to increase communication skills and teamwork to collaborate on news story production, use video cameras as a media storytelling tool, develop broadcast technology skills and share community events with technology used in a real newsroom. Broadcast Media 1 utilizes hands on broadcast equipment and skills to create “Tiger Talk” student news in the TV studio and lab where students will research, write, edit, analyze and create news stories. They will be required to maintain professional standards and meet news deadlines used in the career field. In addition, stories will highlight events at school, help make career connections, develop storytelling and communication skills and build career ready students.

This hands-on course involves gaining knowledge to demonstrate broadcast media skills for real-world technical and broadcast communications careers, embedding Common Core standards with real world applications, involvement in community news, and team building projects completing stories under deadlines.

**Course Objectives:**

By the end of Broadcast Media 1, students will have an overview of the broadcast media industry and be able to:

* Identify broadcast news terms and use equipment
* Participate in news tapings
* Become more comfortable speaking on camera
* Write and analyze news stories and formats
* Present stories on camera
* Learn basic photojournalism techniques including setting up a tripod and understanding wide, medium and tight shots as well as proper lighting and sound composition
* Edit a video sequence/timeline with audio
* Regularly contribute to “Tiger Talk”
* Work on a complete story “package”
* Participate as a team under deadline including reporter, photographer, editor and producer

**Requirements/Class Rules: Professional language and behavior**

**This is a career ready class and disrespectful behavior will not be tolerated.**

**Expectations: RESPECT**

* **Others**
* **Time and Deadlines**
* **Studio Procedures and Equipment**

*You will be using expensive equipment, having guest speakers and representing the school.*

*This is a privilege and your studio to take care of.*

*Class projects will be broadcast in school and online on “Tiger Talk” the Youtube Channel.*

*You will be seen online in this class.*

*It is a career-ready class and unprofessional behavior, improper care of equipment and studio protocols can result in a failing project grade and appropriate disciplinary action.*

**Behavior , Language and Tardy Protocol include:**

1. **Verbal warning**
2. **Written warning**
3. **Make up time**
4. **Call home**
5. **Loss of privileges including news press passes, event coverage and field trips at teacher discretion**
6. **Administrative referral**

* Cell phones are permitted for class projects only, including videotaping.
* No facetime or unapproved phone use during class.
* No headphones or earbuds during instruction and with guest speakers unless editing video or teacher approved.
* Late work point deduction, late work not accepted after 3 days past deadline (unless certain exceptions)

***Improper care of equipment and vandalism can result in a failing project grade and appropriate disciplinary protocols***

**Course Content:**

Class will be taught in a hands-on studio environment.

Class participation and respectful behavior is required, including completing writing prompts, watching news, joining discussions and keeping up with class projects, events and news.

There will be broadcast industry professionals speaking monthly to share their expertise and students are expected to be courteous and engaged.

There will also be an off-site field trip to a television station, including ABC10 or KVIE in Sacramento and students will need a “B” average and professional behavior to attend.

Broadcast Media 1 students will videotape a school club for a project, work as a team for a public service announcement and do their own story for a final project end of the year.

**Tiger Talk** is the student newscast that Broadcast Media students will participate in and rotate roles for, including teleprompter operator, photographer, editor, director, studio camera, floor director and camera talent/anchors.

**Class units/topics include:**

Orientation and Expectations and Introduction to a TV Studio

Newsroom Jobs

News Writing, Analyzing and Gathering News

Interviews, Avoiding the Yes/No Questions

Introduction to Broadcast Photojournalism

Understanding TV Audio

Directing and Producing News

Introduction to Video News Editing, ADOBE Premiere Pro

Social Media News Gathering

Legal/Ethical Media News Issues

Making a PSA/Public service announcement

Taking it Home/Putting It All Together

**Assessments and Grading:**

* **Class projects (**graded by rubric) **50 %**
* **Formative & Summative tests 30%**
* **Final project 10%**
* **Class participation 10 %**

(includes completing writing prompts, Google classroom and homework assignments, respectful preparation, collaboration and feedback)

**Story Projects**  **50%**

After practicing in class and learning skills in each unit, students will complete projects to demonstrate knowledge of studio operation, news delivery and teamwork that include:

* Professional behavior and procedures on camera and in studio
* News writing skills: News writing that answers who, what, when, where, how questions
* News Delivery: Accurate and conversational
* Proper interview skills: research, appropriate questions, listening, respectful
* Videotape an interview on camera, demonstrate proper lighting, audio
* Videotape a report talking on camera
* Knowledge of editing terminology and process of editing a video Plan a story as a team for a public service announcement (PSA)
* Assist in “Tiger Talk” story production
* Develop a resume
* Submit approved and responsible content for Tiger Talk social media @IHSTigerTalk on twitter and Tiger Talk on Facebook

**Formative and summative quizzes**  **30%**

Topics include knowledge of:

Class rules and requirements

Studio equipment functions and locations

Broadcast industry jobs

Proper Interview Etiquette

Proper equipment check-out and use

Social Media and Ethical news standards

**Final Story project: 10%**

Understand/demonstrate process for putting a news story or “package” together, from idea, storyboard process, news script approval, videotaping, and helping edit a final product/project

**Class participation includes: 10%**

* Timeliness
* Participation in class discussions, group collaboration, Google classroom
* Complete homework for class
* Respectful behavior and language
* Daily writing prompts
* Contribute to “Tiger Talk”

**Provided materials**: We will provide a notebook for daily writing, textbooks, Chromebooks for class use and studio equipment.

“Tiger Talk” shirts will be provided for on-camera and assigned stories.

**Recommended to purchase**: Personal SD card for video stories

**Late Work**: Not accepted after 3 days unless prior exception/arrangements/accommodations made

[**Academic Honesty/Integrity Policy**](https://nusd.org/wp-content/uploads/2016/07/NUSD_Board_Policy_on_Academic_Integrity-1.pdf): Please review (link) and acknowledge when signing syllabus.

Contact the teacher: Teacher Melissa May can be reached by email throughout the year with any questions or concerns, [MMay@Natomasunified.org](mailto:MMay@Natomasunified.org)

(916 ) 567-5640 ext 6672 Room D 119

Where to find information/projects:

Class projects and shows: [Tiger Talk is found on YouTube](https://www.youtube.com/channel/UCZCfa3OJ3XGVPPGHWZWGapw?guided_help_flow=3)

Also on Twitter  [@IHSTigerTalk](https://twitter.com/)

Get class reminders via Text101

How:Text: 81010 then enter @broadcastm

Broadcast Media and Arts Syllabus:

I agree to abide by the above expectations and do my best to be respectful and give my best effort.

X Signed/Student

Print name

X Date

Parent/Guardian:

Printed name:

X Date: