**Broadcast Media 3 Syllabus**

**Broadcast and Media Arts Pathway, 2019/2020**

**Google classroom code 67fke8**

**Remind 101 81010 @tigertalk3**

Broadcast Media 3 prepares students to master advanced skills necessary to be successful in the Broadcast and Media Arts Pathway and the broadcast communications field including creation of a digital video portfolio. Broadcast Media 3 culminates with career job shadow/internship hours and students creating a 30 minute concept show reviewed by the Broadcast and Media Advisory Board for feedback. Broadcast Media 3 also requires executive production leadership roles including with “Tiger Talk” student news and their production calendar and video database. Students also help maintain and create class video and online news content, become proficient editing video with Adobe Premiere Pro, and create and produce multiple news stories as well as submit a PSA to a contest. They have opportunities to network for career contacts and jobs in areas of interest in the media field utilizing these communication and technical skills.

**Course Objectives:** By the end of Broadcast Media 3, students will:

* Assume TV executive producer leadership roles in the Broadcast and Media Arts Pathway
* Produce and maintain a production calendar and video database
* Create/maintain/update a video resume/digital portfolio
* Be prepared to take an ADOBE Premiere Pro certification
* Submit and supervise stories for the SEVA Awards and PSA contests
* Analyze news stories for sources, news trends and global perspectives
* Create/research a career path mentor and interview
* Learn more advanced photojournalism techniques including multi-camera production
* Log and successfully complete pre-approved job shadow/intern hours
* Weekly contribute to “Tiger Talk” creative content
* Present work portfolio/have a career consultation with teacher and an Advisory member
* Enroll in CRC articulation

**Expectations/Class Rules: RESPECT .**

**Professional language, dress and behavior including being on time and responsible are critical for successful completion of this class and in the career field.**

**Time management and professional career conduct is essential as we are preparing you for success now and in the future. Professional standards, respectful behavior and your personal best each day is essential.**

**RESPECT**

* **Others**
* **Time and Deadlines**
* **Studio Procedures and Equipment**
* **Professionalism: Includes intern responsibilities and job code of ethics**

You will be using expensive equipment, representing our Broadcast and Media Arts pathway, greeting and having guest speakers and also representing our school.

Your class final, a 30 minute show project will be broadcast on “Tiger Talk’s” Youtube Channel and will be reviewed by our Broadcast and Media Pathway Advisory Board.

This is a privilege and a career-ready class, so unprofessional behavior on campus and off, improper care of equipment and professional conduct protocols can result in a failing project grade, suspension of class privileges and appropriate disciplinary action.

In keeping with Professional career standards, late work in Broadcast Media 3 is not accepted 3 days past deadline (unless certain exceptions have been made)

*Behavior Protocols include: Respectful Conduct*

1. *Verbal warning & written warning*
2. *Call home*
3. *Loss of privileges including news press passes, event coverage, field trips at teacher discretion*
4. *Loss of offsite intern opportunities*
5. *Administrative referral*

*Professional Code of conduct inside and outside class includes:*

* Following the NUSD technology code of conduct
* Cell phones used for pre approved class projects only, not other times and not during internship hours.
* No headphones or earbuds during instruction and with guest speakers
* Meeting deadlines and being on time
* Industry dress standards
* Professional video and written portfolio samples

**Provided materials**: We will provide a notebook for daily writing, textbooks, MACS ith ADOBE Premiere Pro in class, SD cards, chromebooks for class use and studio and camera equipment. “Tiger Talk” shirts will be provided for on-camera, assigned stories and internship duties as needed.

**Some internship hours will be outside of class time** and may require transportation to the site.

**Course Content:** Class will be taught in a hands-on studio environment and in the career field.

Class participation and respectful behavior is required, including completing assignments and using professional behavior at all times.

Broadcast industry professionals will share their expertise and students need to prepare questions, be engaged and courteous and send thank you letters as well.

Broadcast Media 3 students will be required to manage and schedule videotape school events and stories, profile school clubs for a project, contribute a story to the SEVA Awards and do their own show for a final project at the end of the year.

**Class units/topics include:**

Broadcast Media leadership and production planning

Producing a professional product for a PSA contest

Communications and career exploration standards

Intermediate Photojournalism

Editing on Adobe Premiere Pro certification

Career Exploration, job shadow and mentorship

Social Media Journalism, Careers and Ethics

Final Story and Show Production

**Assessments and Grading:**

**Late work is not accepted after 3 days unless excused by the teacher, school or certain circumstances**

* **Class projects 50 %**
* **Formative & Summative tests 30%**
* **Final project, 30 minute show 10%**
* **Class participation 10%**

(includes completion of writing prompts, Google classroom, logs)

**Class Projects**  **50%**

Students complete projects to demonstrate career skills, studio operation, news story production and videotaping, news writing delivery and teamwork that include:

* Executive Producer leadership roles: supervise production calendar and edit log
* Creation of Digital Youtube Portfolio
* News writing for broadcast and online & social media journalism careers
* Interview skills: research, appropriate questions, video resume
* Videotape interviews, proficient proper lighting, audio choices
* Student internship/job shadow outreach, log, hours, summary report
* Editing video regularly with the editing program ADOBE Premiere Pro
* Weekly roles in Tiger Talk story production

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

Topics include knowledge of career rules, trends, salary and requirements

Studio safety and maintenance

Executive story production and broadcast production

Broadcast Media Ethics and professional news standards

Career terminology

**Final SHOW project: 10%**

Create a show, putting together a themed show and/or a news story or “packages” from idea, storyboard process, news script approval, videotaping, and helping edit a final product/project

**Class participation includes: 10%**

* Writing prompts & production calendar
* Editing and database duties
* Regular Tiger Talk content & writing
* Google classroom & career feedback

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

Find more class information:

Get class reminders on Remind 101 Text 81010 then enter @tigertalk3

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

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

**Broadcast Media 3 Syllabus and expectations:**

I agree to abide by the above expectations and do my best to be respectful and give my best effort and understand it can open the pathway to my future success and a job.

Printed name

X Signed/student

X Date

Printed name

X Signed Parent/Guardian

Teacher