**Broadcast Media 2 Course Syllabus and Outline**

**Broadcast Media 2, Broadcast and Media Arts Pathway, 2019-2020**

**Google classroom code 4f3c862**

**Remind 101 Text 81010**  @tigertalk2

Broadcast Media 2 prepares students to master more advanced skills necessary to be successful in the Broadcast and Media Arts Pathway and the broadcast communications and related career fields. Broadcast Media 2 culminates with students creating and creating a 10 minute concept show as well as taking leadership roles in the “Tiger Talk” student news production with real news deadlines. Students write news including online content, research, edit video, and create and produce news stories. They also have opportunities to deepen skills in the area of interest, from editing to anchoring and reporting.

**Course Objectives:** By the end of Broadcast Media 2, students will be able to:

* Create a Youtube video portfolio with links to their work
* Understand the power of broadcast media, the career path and related careers
* Assume TV leadership roles including anchor, director and photojournalist
* Contribute to “Tiger Talk” weekly in groups, under deadline
* Write, produce and create content for news stories and school event coverage
* Analyze news stories for sources and “fake” news
* Learn more advanced photojournalism techniques including wireless microphone use and multi-camera production
* Individually edit complete news packages with natural sound and audio
* Create, produce, write, get video and edit a 10 minute themed final project show
* Use Adobe Premiere Pro
* Participate under deadline to create a Broadcast and Media Arts Pathway show
* Regularly contribute to Tiger Talk online with written stories and social media

**Expectations/Class Rules: Professional behavior, language and meeting deadlines is required as well as a B average to participate in field trips and special opportunities**

**RESPECT**

* **Others**
* **Time and Deadlines ( missing deadlines in this career can cost a job)**
* **Studio Procedures and Equipment**
* **Professional Standards: ( no foul language, professional/career standard behavior, including eye contact, no talking when required, dress)**

**We are preparing you for success now and in the future and professional standards, respect and your personal best each day is essential.**

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

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

You need to subscribe to our [Tiger Talk YouTube Channel.](https://www.youtube.com/channel/UCZCfa3OJ3XGVPPGHWZWGapw)

You may also be seen online in this class and will contribute to our website, [*http://ihstigers.wixsite.com/tigertalk*](http://ihstigers.wixsite.com/tigertalk) monthly as part of your grade.

Unprofessional behavior including language and dress, improper care of equipment and violating respectful studio protocols can result in losing class privileges like field trips and using gear and may lead to having to replace property and appropriate disciplinary action.

**Late work:** To help meet real world deadlines, there will be late work point deductions for not meeting deadlines unless prior arrangements or certain exceptions have been made.

Missing assignments can be found on Google classroom and/or contacting Mrs. May via email or REMIND 101.

*Behavior and Tardy Protocols include:*

1. *Verbal warning*
2. *Written warning*
3. *Make up time, could include staying to help clean/maintain studio*
4. *Call home*
5. *Loss of privileges including guests, event coverage and field trips*
6. *Administrative referral*

**Cell phone use: NOT TO BE USED IN CLASS**

UNLESS instructed for getting video assignments or SOCIAL MEDIA units.

Otherwise, use chromebook and MACS.

* No facetime or unapproved phone use during class.
* No headphones/ earbuds during instruction and speakers unless editing or approved.

**Productive, professional noise:** Noise levels for collaboration are accepted but must be respectful of others and the teacher. The teacher may move groups to best set students up for success.

**Provided materials**: We will provide SD cards, a notebook for daily writing, textbooks, chromebooks for class use and studio equipment including MACS for ADOBE in class use.

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

[**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.

**Course Content:**

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

Class participation and respectful behavior and language is required, including completing assignments and assigned TV job roles.

Broadcast industry professionals will share their expertise and students need to prepare questions and be engaged and courteous.

**Field trip:** There will also be at least one off-site field trip to a related broadcast industry such as a television station, provided **professional behavior expectations and a “B” average are met.**

**Class units/topics include:**

The Power of Broadcast Media

Communications Careers

Intermediate Photojournalism

Editing with Adobe Premiere Pro

Stories and Specialized Reporting

Social Media Journalism, Careers and Ethics

Final Story and Show Production

**Assessments and Grading: Work must be completed with the unit timeframe**

**Late work point deductions taken unless excused by the teacher, school or certain circumstances**

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

(includes completion of writing prompts, Google classroom, class assignments)

**Class & Video Projects**  Graded with rubrics **50%**

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

* Professional behavior and procedures on camera and in studio
* News writing skills: Accurate news writing that answers who, what, when, where, how
* Communications/Presentation/Interviews Accurate, professional and conversational
* Proper interview skills: research, appropriate questions, listen, respectful
* Photojournalism skills: use proper lighting, audio, professional angles
* Edit video with the editing program ADOBE Premiere Pro
* Plan a show as a team & weekly roles in Tiger Talk story production
* Submit approved and responsible content for Tiger Talk social media @IHSTigerTalk on twitter and Tiger Talk on Facebook and online
* Write/analyze/compare and contrast news content
* Compile a digital portfolio of video work on Youtube

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

Proper equipment check-out and use

Professional career standards and behavior

Topics include knowledge of: Communications career skills, terms, class rules and requirements

Story production and creation

Broadcast industry jobs skills and career trends

Social Media and Ethical news standards

**Final SHOW project: 10%**

Create a 10 minute themed show, putting a news story or “packages” from idea, storyboard process, news script approval, videotaping, and helping edit a final product/project

**Class participation includes: 10%**

* Meeting deadlines and being ontime
* Participation in class discussions, group collaboration
* Respectful, professional behavior
* Complete homework for class including writing and Google classroom
* Daily writing prompts M/W/F
* Google classroom Tue/Thu

Get class reminders on Remind 101 How: Text 81010 then enter @tigertalk2

Google classroom will include any missed work

**Contact the teacher:**  Teacher Melissa May can be reached by email throughout the year with questions or concerns, [MMay@Natomasunified.org](mailto:MMay@Natomasunified.org) (916 ) 567-5640 ext 6672

**Where to find more class information**: Room D 119

Class shows and projects: watch online, subscribe and follow on [Tiger Talk YouTube Channel](https://www.youtube.com/channel/UCZCfa3OJ3XGVPPGHWZWGapw?guided_help_flow=3) On Twitter [@IHSTigerTalk](https://twitter.com/) Intstagram @ihstigertalk19

Class website: [Tiger Talk Website](http://ihstigers.wixsite.com/tigertalk)

**Broadcast 2 Media and Arts Syllabus:** I agree to abide by the above expectations and do my best to be respectful and give my best effort.

Print student name

X Sign student name & Date

X Print Parent/Guardian name

Sign name

Teacher signature and date: