

Broadcast Media 1 Course Syllabus and Outline

Broadcast Media 1 is the first class in the Broadcast and Media Arts Pathway and offers an overview to the broadcast media industry, including an introduction to anchoring, directing, editing, interviewing, news writing, photojournalism/videotaping and reporting. Broadcast Media 1 is a visual arts and career technical elective.

Students will have hands on access to real industry tools and will participate in “Tiger Talk” student news tapings.

Students will be expected to watch, write and analyze news, participate in class discussions and be on-time and professional.

Students will also be required to videotape several stories a year including outside class.

In addition they will be exposed to writing news and reading from the teleprompter, public service announcements and press releases.

Course Objectives:

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

- Identify news terms and 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 color-balancing a camera
- Understand wide, medium and tight shots as well as proper lighting and sound composition
- Edit a 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

RESPECT

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

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

Repeated tardiness will result in point deductions from the class participation grade

Unexcused Tardy Protocol:

1. Verbal warning
2. Written warning
3. Call home
4. Point deduction from participation grade

Course Content:

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

Class participation and respectful behavior is required, including watching news, joining discussions and keeping up with current events and school news.

There will be broadcast industry professionals speaking monthly to share their expertise.

There will also be an off-site field trip to a television station, including ABC10 or KVIE in Sacramento.

Broadcast Media 1 students will also 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 include:

Orientation and Expectations

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

News/PSA/Press Releases

Taking it Home/Putting It All Together

Assessments and Grading:

- | | |
|--|-------------|
| ● Class projects | 50 % |
| ● Formative & Summative tests | 30% |
| ● Final project | 10% |
| ● Class participation | 10 % |

Story Projects**50%**

After class practice, 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: Accurate news writing that answers who, what, when, where, how questions
- News Delivery: Accuracy and conversational
- Proper interview skills: research, appropriate questions, listen, 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 with the editing program ADOBE Premier Pro
- Plan a story as a team for a public service announcement (PSA)
- Assist in Tiger Talk story production
- 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
- Complete homework for class
- Respectful behavior
- Daily writing prompts
- Contribute to “Tiger Talk”

Contact the teacher:

Teacher Melissa May can be reached by email throughout the year with any questions or concerns, MMay@Natomasunified.org

