

Broadcast Media 1 Course Syllabus and Outline 2018-2019

Google classroom code PERIOD, 0, 1 **ka3eppf**

Google classroom code PERIOD 2, 4 **cjxgga0**

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/or career technical elective.

Students have hands on access to real industry tools and participate in "Tiger Talk" student news tapings. Students will be expected to have professional language and behavior, be respectful and on time. They are required to videotape several stories a year.

In addition they will be exposed to writing news and reading from the teleprompter, public service announcements and editing with WeVideo and Adobe Premiere Pro.

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

- Identify news terms and equipment
- Participate in news tapings
- Become more comfortable speaking on camera & present stories on camera
- Write and analyze news stories and formats
- Learn basic photojournalism techniques including setting up a tripod and getting sound
- Understand wide, medium and tight shots as well as proper lighting
- 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

Requirements/Class Rules RESPECT

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

Improper care of equipment and vandalism can result in appropriate disciplinary protocols including losing privileges to use equipment, go on field trips and be in class as well as possible replacement costs.

Cell phone use: Only during approved times for video taking and social media units

Late work/tardy: Make up late work during that unit for full credit unless arrangements made

Class consequences

1. *Verbal warning, written warning*
2. *Call home*
3. *Loss of certain privileges, possible detention*
4. *Possible administrative referral and further disciplinary action*
5. *Replacement costs*

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

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

There will be broadcast industry professionals speaking to share their expertise and professional courtesy is expected including no earbuds.

There will also be an off-site field trip to a television station, including ABC10 or KVIE in Sacramento for students with at least a B average and professional behavior.

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 or "news package" for a final project at the end of the year.

Tiger Talk is the student newscast Broadcast Media students 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 and Introduction to Broadcast Photojournalism

Photojournalism (using video cameras including Canon HD camcorders & Sony video camera)

Introduction to Video News Editing, WeVideo & ADOBE Premiere Pro

News Writing, Analyzing and Gathering News

Interviews, Avoiding the Yes/No Questions

Understanding TV Audio

Directing and Producing News

News/PSA/Press Releases

Social Media News Gathering

Legal/Ethical Media News Issues

Putting it all Together /News package story

Assessments/Grading: Creating project content and learning and demonstrating skills

- **Class projects** (like video, psa's) **50 %**
- **Formative & Summative tests** **30%**
- **Final news package story project** **10%**
- **Class assignments & participation** (daily writing, TV jobs) **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
- 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

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%

- Daily writing prompts at least 3 sentences
- Participation in class discussions, group collaboration
- Complete Google classroom for class
- Respectful and professional behavior and language and equipment use
- 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

(916) 567-5640 ext 6672

Room D 119

