

# **Broadcast Media 2 Course Syllabus and Outline**

## **Broadcast Media 2, Broadcast and Media Arts Pathway, 2018-2019**

**Google classroom code** **2j7jzf1**

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 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:

- Assume TV leadership roles including anchor, director and photojournalist
- Regularly contribute to “Tiger Talk” in leadership roles
- Produce and create content for news stories and special event coverage
- Have a video portfolio with links to their work
- Analyze news stories for sources and “fake” news
- Understand the broadcast medium career path and global impact
- Write, videotape and edit stories or “news packages” on camera
- Learn more advanced photojournalism techniques including wireless microphone use and multi-camera production
- Edit a complete news package or story with audio
- Create, produce, write, get video and edit a 10 minute themed show
- Use Adobe Premiere Pro
- Participate under deadline to create a Broadcast and Media Arts Pathway show

**Expectations/Class Rules:**

### **RESPECT**

- Others
- Time and Deadlines
- Studio Procedures and Equipment

**Professional language and behavior: includes eye contact, no talking when required**

**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.

Please subscribe to our [Tiger Talk YouTube Channel](https://www.youtube.com/channel/UC...).

You may also be seen online in this class and will contribute to our website,

<http://ihstigers.wixsite.com/tigertalk>

Unprofessional behavior, improper care of equipment and studio protocols can result in losing class privileges like field trips and using gear, replacement of property and appropriate disciplinary action.

**Late work:**

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

**Behavior and Tardy Protocol include:**

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

**Cell phone use:** Only when instructed for getting video assignments or units.

Otherwise, please use chromebook and MACS.

- Cell phones are permitted when teacher allows for certain class projects only
- No facetime or unapproved phone use during class.
- No headphones or earbuds during instruction and guest speakers unless editing video or teacher 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 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.

**Academic Honesty/Integrity Policy:** 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 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:**

Broadcast Media in action:  
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 teacher, school or certain circumstances**

- **Class 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)

**Story 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
- Vlog on camera
- Edit video with the editing program ADOBE Premiere Pro
- Plan a show as a team and on their own
- 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 on line
- Write/analyze/compare and contrast news content
- Compile a digital portfolio of video work

**Formative and summative quizzes**

**30%**

Topics include knowledge of: Communications career skills, terms, class rules and requirements  
Story production and creation  
Broadcast industry jobs skills  
Proper equipment check-out and use  
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%**

- Timeliness
- Participation in class discussions, group collaboration
- Complete homework for class
- Respectful behavior
- Daily writing prompts
- Google classroom

**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 more class information:** [Tiger Talk Website](#)

Get class reminders on Remind 101 How: Text 81010 then enter @broadcastm  
Google classroom

Class shows and projects online, subscribe and follow on the [Tiger Talk YouTube Channel](#)  
On Twitter [@IHSTigerTalk](#)

**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

Printed name

X Date

X Parent/Guardian

Printed name

Teacher signature and date:

