

Broadcast Media 3 Course Syllabus and Outline

Broadcast Media 3, Broadcast and Media Arts Pathway, 2018-2019

Google classroom code **rx5o7da**

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 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 online news content, become proficient editing video with Adobe Premiere Pro, and create and produce multiple news stories. 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 to supervise student news production in the Broadcast and Media Arts Pathway
- Produce and maintain a production calendar and meet deadlines for news tapings and event coverage
- Create a video resume and digital portfolio
- Submit stories to the SEVA Awards and one for the PBS Student News Lab
- Analyze news stories for sources, news trends and global perspectives
- Create a career path interview opportunity
- Learn more advanced photojournalism techniques including multi-camera production
- Log and successfully complete pre-approved intern hours
- Regularly contribute to “Tiger Talk” creative content
- Review goals, present work portfolio and have a career consultation with their teacher and an Advisory member

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

- **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 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 preapproved class projects only, not other times and not during internship hours.
- No facetime or unapproved phone use during class or during internship hours.
- No headphones or earbuds during instruction and with guest speakers

Provided materials: We will provide a notebook for daily writing, textbooks, Chromebooks for class use and studio and camera equipment. “Tiger Talk” shirts will be provided for on-camera and 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 PBS Newshour Lab and and do their own show for a final project end of the year.

Class units/topics include:

Broadcast Media leadership in action
Communications and career standards
Intermediate Photojournalism
Advanced Editing on Adobe Premiere Pro
Stories and Specialized Reporting
Social Media Journalism, Careers and Ethics
Final Story and Show Production

Assessments and Grading:

Late work not accepted after 3 days unless excused by 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 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 and requirements
Executive story production
Broadcast Media Ethics and news standards
Career terminology

Final SHOW project: **10%**

Create a 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%

- Entries in production calendar
- Editing and database duties
- Regular Tiger Talk content
- 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

(916) 567-5640 ext 6672

Room D 119

Find more class information:

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

Class shows and projects [Tiger Talk YouTube Channel](#)

On Twitter [@IHSTigerTalk](#)

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.

X Signed/student

Printed name

X Date

X Parent/Guardian

Printed name

Teacher