**Broadcast Media 2 Course Syllabus and Outline**

**Broadcast Media 2, Broadcast and Media Arts Pathway, 2017-2018**

**Google classroom code wvx5os**

Broadcast Media 2 will prepare students to master more advanced skills necessary to be successful in the Broadcast and Media Arts Pathway and the broadcast communications field. Broadcast Media 2 culminates with students creating and creating a concept show as well as taking leadership roles in the “Tiger Talk” student news weekly production with real news deadlines. Students will write news including online content, research, edit video, and create and produce news stories. They will 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
* Produce and create content for weekly news tapings and event coverage
* Become more comfortable speaking on camera
* 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
* Regularly contribute to “Tiger Talk”
* Have a video portfolio with links to their work
* Participate as a team under deadline to create a full show

**Expectations/Class Rules: RESPECT. Professional language and behavior**

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

**RESPECT**

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

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 will be seen online in this class.*

It is a career-ready class and unprofessional behavior, improper care of equipment and studio protocols can result in a failing project grade and appropriate disciplinary action.

Late work point deduction, late work not accepted after 3 days past deadline (unless certain exceptions)

*Behavior and Tardy Protocol include:*

1. *Verbal warning*
2. *Written warning*
3. *Make up time*
4. *Call home*
5. *Loss of privileges including news press passes, event coverage and field trips at teacher discretion*
6. *Administrative referral*
* Cell phones are permitted for class projects only, including videotaping.
* No facetime or unapproved phone use during class.
* No headphones or earbuds during instruction and guest speakers unless editing video or teacher approved.
* Noise levels for collaboration are accepted but must be respectful of others and the teacher.

**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.

**Recommended to purchase**: Personal SD card for video stories

**Late Work**: Not accepted after 3 days unless prior exception/arrangements/accommodations made

[**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 is required, including completing assignments, joining discussions and rotating each TV job role.

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

There will also be at least on off-site field trip to a related broadcast industry such as a television station provided professional behavior expectations and work are met.

Broadcast Media 2 students will be required to regularly videotape school events and stories, profile a school club for a project, work as a team for a public service announcement and do their own story and show for a final project end of the year.

**(Tiger Talk** is the student newscast that Broadcast Media 2 students will take a leadership role to participate in and rotate roles for, including teleprompter operator, photographer, editor, director, studio camera, floor director and camera talent/anchors. It airs online on on the YouTube Tiger Talk Channel.)

**Class units/topics include:**

Broadcast Media in action: mass media communications tool, career standards, Tiger Talk

Intermediate Photojournalism

Advanced Editing

Stories and Specialized Reporting

Social Media Journalism, Careers and Ethics

Final Story and Show Production

**Assessments and Grading:**

**Late work accepted after 3 days unless excused by teacher, school or certain circumstances**

* **Class projects 50 %**
* **Formative & Summative tests 30%**
* **Final project 10%**
* **Class participation 10%**

(includes completion of writing prompts, Google classroom, homework, discussions)

**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 questions
* News Delivery: Accurate, professional and conversational
* Proper interview skills: research, appropriate questions, listen, respectful
* Videotape interviews on camera, use proper lighting, audio
* Videotape themselves on camera
* Editing video regularly with the editing program ADOBE Premier Pro
* Plan a story 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
* Create a show

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

Topics include knowledge of:Class rules and requirements

Story production and creation

Broadcast industry jobs

Proper equipment check-out and use

Social Media and Ethical news standards

**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%**

* 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

(916 ) 567-5640 ext 6672 Room D 119

Where to find more class information:

Class shows and projects online, on the [Tiger Talk YouTube Channel](https://www.youtube.com/channel/UCZCfa3OJ3XGVPPGHWZWGapw?guided_help_flow=3)

On Twitter [@IHSTigerTalk](https://twitter.com/)

Get class reminders on Remind 101

How: Text 81010 then enter @broadcastm

**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