

Syllabus for News & Sports Broadcast Program 2013- 14 / Levels 2 - 4

The Broadcast Program is divided into 3 levels – NSB2, NSB3 and NSB4. All the levels are taught at the same time in the same class. The NSB2 students have very specific skill building instruction and follow-up activities the first nine weeks and then begin to produce along with the other students. The advanced students jump right into production before school starts.

We are always identifying weak spots in production for the group or an individual and teaching or re-teaching those areas. We identify strong points and areas that need to improve and target improvements for the next production. The broadcast program is the most immediate reporting done in the Convergence Media Program. Unlike the yearbook that comes out annually and the newspaper that is published each nine weeks, the MNS is daily in its coverage. This means that things are always changing and we must adapt to what is needed. This makes broadcast more like a real newsroom and requires more of the students.

Basic philosophy: Convergence is the trend of merging communication technologies that were previously separate as media boundaries lessen with the rise of the digitization of information. Journalism is the production of information based on a set of ethical principles and information the public wants to know that is going on in the community – be it local, state, national or international. The broadcast – news or sports, photo journalism, and on-line production divisions of convergence media play a unique role in this production mainly focused at informing the school community of activities and events going on in the school, but also the responsibility of bring issues to their attention as well. Following the Code of Ethics established nationally for all journalists, students report the news through video, photographs and the web on a daily basis. Because of the time restraints given to these publications after a basic foundation of skills are established, *teach through production becomes the overriding theme*. This means constantly evaluating weaknesses and looking for ways to improve future productions. This will be especially important this year since the MNS – Red Hot Report is being broadcast daily to the school blog and archived at redhawktv.org.

Description of Course Objectives: the basic objectives for Broadcast students include -

- **Ethics** – know the copyright laws, know what is meant by plagiarism, and understand the ethics of journalism. Be sure to give credit to information that you have taken from any source - the paper, a book or the internet.
- **Convergence** – understand the terms and how it applies.
- **Research and writing** – use strong critical thinking skills to uncover and analyze information, and check sources. Be sure that your sources are credible. Also learn basic writing skills for all areas of media production – broadcast and the web, including different formats and POVs.

- **General skills in media production** – understand the importance of timeliness and deadlines, quality production, and dedication to the final product. Also understand the purpose of constructive criticism, build leadership skills, and learn to work on group productions as well as individual projects.
- **Develop technical skills** – Understand and apply the rules of composition (Rule of Thirds, angles, POV), focus, framing, lighting, sound, and technical knowledge of the camera. Also usage of a planning form, and the delivery of quality footage. Additionally, develop the ability to critique your own work. Critically, you need to understand the editing process used in Final Cut Pro X that includes opening a project, inputting video, monitoring sound quality, using graphics and music, recording your voice over or standup effectively, using B-roll to enhance the quality of the final product, and burning a project out to MP3, AVI or DVD. In addition, students must develop skills in live production through the broadcast of sporting events or other school activities.

Outline of Content – *The information below is presented to students the first nine weeks and after that as needed (either individually or in a group). Students are expected to incorporate this information in their productions. The information is reviewed as needed during the year. Again as you produce, the work is evaluated and adjustments for improvement are made.*

- Understanding the organization of the broadcast program
- Understand the terminology for broadcast production
- Understand the importance of ethical production
- Understand the various pieces of equipment: the camera, lights, mics and how each operates
- Analyze real world video examples for writing, delivery and production techniques and apply that information to your productions
- Understand the elements of writing for broadcast and how that differs from essay writing
- Understand how to correctly light a shoot
- Understand and apply the elements of quality media production while shooting to your actual segments
- Understand how to set up and conduct a quality interview
- Understand the elements of doing a Stand-up or Voice Over correctly
- Understand the organization and purpose of the Final Cut Pro interface
- Understand how to upload video, music and graphics
- Understand how to plan a video project and carryout those plans
- Practice voice exercise to project and enunciate words and copy correctly
- Apply all the skills in planning, producing and editing to complete a quality video production
- Evaluate your own work, take constructive criticism from the teacher and the editors to improve a project before it airs
- Look for new ways to improve your video productions

Required Text or documents:

There is no complete text available for this course; so I have created documents from a variety of sources to create broadcast information for students (See listed below). In addition, we use TV segments from news and other sources to view and evaluate. I have some example of award winning Edward R. Murrow winners to use and take segments from local and national news. We also create *How To* sheets when needed.

Course Documents -

- Building Media Production Skills
- Effective Interviewing
- Equipment Care
- Ethics in Journalism
- Final Cut Pro Editing
- Lighting for Video
- Media Journalism Evaluation form
- Media Journalism Planning form
- Producing a Quality Video Project
- Shooting Definitions
- Television Announcing
- Terms Related to Media Journalism
- Tips for Facing the Camera
- Using the Camera
- Writing for Broadcast
- How to Set the Green Screen

Course requirements (include specific projects) – All students need to work to maintain a C average. Students and parents must sign a permission sheet to allow students to checkout cameras during school, after school or on the weekends.

Since broadcast is a production class, students are required to produce video clips and packages on a regular basis. Projects include clips and packages for the MNS; the broadcasting of sports and other schoolwide activities; special productions for the Opening of School, Student Elections, Core Values and other projects as needed; interviews for MNS; productions in the auditorium; and staffing for the MNS.

Most video assignments are activity orientated and require students to shoot after school. Students can ask to use laptops if their editing assignment requires overnight editing.

Students are required to evaluate news, sports and entertainment segments on commercial television and complete quizzes and tests on the basics of the program. All students maybe required to complete evaluations from commercial sources if we are trying to improve a certain aspect of the program. MNS packages and clips are assigned to all students in alphabetical order. Students are to keep an up-to-date

record of all their work in the class broadcast notebook to ensure that they are given credit for all their work – large and small. Students are also to record their professional development activities – using Lynda.com or watching an evaluating news and sports on tv.

Materials needed – Students are required to have a professional video tape. All tapes must be blacked before using and can only be used twice before getting a new tape. School events are taped on tapes furnished by the program and must be kept in the broadcast production area. All other materials can be checked out to students on a daily basis (see checkout policy and letter of responsibility for using equipment).

Assignments, quizzes, tests, projects, and the exam plus taping requirements and MNS staffing

- Evaluate news, sports or entertainment package
- Complete quizzes and/or tests related to basic information on video production (start of school)
- MNS staff (only for those selected / staff selected for 2 week period and somewhat rotates)
- Tape clips, edit, write copy for MNS announcers
- Tape B-roll and sound bites, write copy, VO or stand-up, edit package MNS
- Help with additional projects as needed (entire project or an aspect)
- Plan a segment for your **EXAM** that could be used on our weekly special segment (must be done before hand so they can complete research and phone interview) – complete research and phone interview, copy and shot sheet / 3 minutes (no actual camera work or editing / these are ideas we use as the basis for our weekly special segments) / no second semester exam since we are finished with all projects at the end of school
- Plan and carryout taping and editing material for the Senior DVD (mainly seniors)
- Professional development activities

Grading Scale – Students are graded on the process as well as the product. It is difficult to say how many assignments for an individual student per nine weeks because it is based on what is needed. You receive credit for whatever you do – if you help tape a program in the auditorium, you would receive credit for that just like clips for MNS.

Continual evaluation will demand a need to go over a skill or look for new ways of doing something. This might require students evaluating video material off TV.

- **Process grade (100 pts)** – given each interim and can change up or down during the nine weeks depending on whether the student has done his/her planning in a timely manner. (Examples: is the research detailed, have considered all aspects of the issue or segment, did you meet all deadlines?).
- **Product** – here consideration is given for the draft of the package and the final product after the package is evaluated and changes made. When you are

given a written sheet for changes – did you make them? Were the changes completely corrected or partially? What was your attitude in making the changes? (see evaluation sheet)

- **Other grades –**
 - clips to copy could be **50 pts** depending on the assignment
 - MNS staff **100 pts** per interim
 - Other assignments vary depending on the complexity of the assignment / extended segments (**3 min pieces / one per semester – 500 pts.**)
 - Quizzes and assignments / **25 – 50 pts** per assignment first nine weeks (1 – 2 quizzes, 5 – 8 TV evaluation assignments)
 - **Major test (culmination of basic material for the course) – 250 pts.**
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Additional Information:

Convergence Media classes are an academic elective. **Students need to maintain a C average in the program.** CM follows the **State Grading Scale:**

A	93-100
B	85-92
C	76-84
D	70-77
F	69 & below

Richland District II and Convergence Media Policies:

All students will be held accountable to the Academic Integrity Policy of Richland District II. Students are also accountable for the district’s Acceptable Use Policy for computers. Students and parents must also give permission for students to use Convergence Media equipment.

Teacher: Lynn Washington
General school number: 691-4049

Email: lwashing@richland2.org

Please sign below and return the detached portion to Mrs. Washington –

I have read and understand the above information:

Parent’s name:

Student's Name:

Date: