

Omaha Buffett Magnet School

Title: *TV Broadcasting Production*

Description: This year-long course is an advanced survey of broadcasting, designed to provide students with additional, unique hands on experiences developing, producing, performing and editing and airing a live and/or pre-recorded Buffett television broadcasts. Using tried and true journalism teaching techniques coupled with the latest technology, this course will engage students from start to end. Students taking this class will be required to perform all of the roles in a television broadcast, including on-air personality, camera, director, etc. Utilizing the broader school community as their reporting terrain, student journalists will canvas activities, events and special projects occurring in and around Buffett to report to their viewing and listening audiences.

Meets: Alternating days

Duration: 2 semesters

Credit: 2.0

Content Standards

- 801 The student will demonstrate knowledge of broadcast journalism.
- Identify the historical development of television broadcasting.
 - Evaluate the laws and ethical considerations affecting broadcast journalism.
 - Identify the strategies of broadcasting to reach certain audiences including programming decisions.
 - Explore career opportunities in Broadcast Journalism.
- 802 The student will demonstrate knowledge of how broadcast productions are created and disseminated.
- Identify the technical elements of broadcast production used to create and deliver news.
 - Understand the economics of broadcasting such as advertising and public funds.
 - Demonstrate understanding of how media content is produced by creating and presenting a broadcast journalism product such as a news report or an interview.
- 803 The student will demonstrate knowledge of the writing process used for television.
- Recognize and identify various forms of writing as related to broadcast journalism.
 - Produce various types of media based writing.
 - Analyze how to develop a complete television project.
 - Write stories in an appropriate broadcast style
 - Select graphics for a story.
 - Write lead ins and teasers for television
 - Create a sound bite.
 - Evaluate the impact of laws and ethical considerations on the news gathering and writing process.

- 804 The student will demonstrate knowledge and understanding of equipment and skills related to broadcasting.
- a. Apply knowledge of lighting requirements for a planned production.
 - b. Demonstrate operation of video cameras and switchers.
 - c. Describe how to frame and maintain picture composition.
 - d. Demonstrate focusing and adjusting images, and performing pans and zooms.
 - e. Define terms associated with computer-based production, including motion video: AVI, QuickTime and MPEG; and stills: JPEG and TIFF.
 - f. Demonstrate how to use software to develop and edit a simple video.
- 805 The student will demonstrate the ability to plan and develop a broadcast production.
- a. Analyze the elements of a newscast production.
 - v. Identify the location, number of cameras needed, and time restrictions for a newscast production.
 - vi. Describe the purposed of rundown sheets.
 - vii. Develop a rundown sheet for use with a broadcast.
 - b. Identify announcing techniques required for specific formats.
 - c. Demonstrate delivery of a script on- and off-camera including emphasis, professional language, clarity, intonation, enunciation, poise, eye contact, projection, and extemporaneous speaking skills.
 - d. Identify wardrobe suitable for on-camera appearances.
 - e. Analyze production functions such as demographics, audience rating standards, and targeting content for audiences.