Mississippi CTE

Broadcast Journalism: Publications & Productions

Work individually and as a member of a team to produce original video/radio shows for school/community. 1.BJ	**1.a** Establish production parameters/vision and organize a plan for deadlines, division of labor, etc. 1.BJ.A
	1.b Understand concepts of basic set design for a small studio news show. 1.BJ.B
	1.c Assume a given role, such as reporter/writer, videographer, director/editor, producer, etc. 1.BJ.C
	1.d Brainstorm ideas for coverage based on news value and assign projects accordingly. 1.BJ.D
	1.e Deliver news show to students/community. 1.BJ.D
Plan and produce factual and informative audio/video packages for broadcast. 2.BJ	**2.a** Brainstorm, research and storyboard packages before filming/writing. 2.BJ.A
	2.b Film on-camera interviews and B-roll that capture all angles of a story. 2.BJ.B
	2.c Use a combination of standard camera shots (close-up, medium, wide, establishing, cut-in, cut-away, etc.) 2.BJ.C
	2.d Edit raw footage and audio into a meaningful sequence of events that complements a spoken, non-biased narration. 2.BJ.D
	2.e Compose graphics and special effects that enhance (not distract from) reporting. 2.BJ.E
Write quality, informative scripts for broadcasts and packages. 3.BJ	**3.a** Distinguish between newspaper/magazine writing and broadcast writing (writing to be read vs. writing to be heard). 3.BJ.A
	3.b Focus scriptwriting on informing an audience. Eliminate generalities and unnecessary words. Use short, simple, conversational narration that employs proper usage of Standard English. 3.BJ.B
	3.c Identify people by title and full name on first reference. Use only last names in subsequent mentions. 3.BJ.C
	Speak coherently (verbally and non-verbally) and in harmony with the tone of the report, and continually refine presentation skills (voice quality, articulation,

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	body language and stage presence). 3.BJ.D
Operate basic video/audio production equipment. 4.BJ	**4.a** Explain the function of each type of production equipment. 4.BJ.A
	4.b Operate and exhibit the correct use of cameras, tripods, hand-held/lavaliere microphones, audio mixers, graphics generators and video editing software. 4.BJ.B
	4.c Execute basic camera movements using a tripod. 4.BJ.C
	4.d Use the basic structure of small studio lighting. 4.BJ.D
	4.e Use relevant broadcasting terminology and establish it as the common language of studio. 4.BJ.E
	4.f Demonstrate the concepts of headroom, nose room, lead room and the Rule of Thirds. 4.BJ.F
Use industry-standard marketing techniques to sell advertisements and advance the publication's brand. 5.BJ	**5.a** Work with local groups and businesses to design advertisements based on the customer's needs. 5.BJ.A
	5.b Develop a marketing campaign for publication (with both digital and print elements). 5.BJ.B
Engage audience through the web, social media. 6.BJ	**6.a** Publish work to the web via streaming sites such as Vimeo, TeacherTube or YouTube, via podcast or on the school web site. 6.BJ.A
	6.b Engage audience through social media, including but not limited to links to student content, breaking news reports, polls and requests for feedback. 6.BJ.B
Evaluate broadcasts to determine areas for growth and improvement. 7.BJ	**7.a** Critique works of other students. 7.BJ.A
	7.b Encourage other students, community members and industry professionals to submit feedback. 7.BJ.B